

NBC

TRADE NEWS

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(04)

WSAP, PORTSMOUTH, VA., JOINS NBC RADIO NETWORK

Station WSAP will become the primary radio affiliate of the National Broadcasting Company in Portsmouth, Va., and the Tidewater area effective Sept. 19, it was announced today by Harry Bannister, NBC vice president in charge of station relations, and Charles J. Duke Jr., president of the Portsmouth Radio Corporation.

Owned by the Portsmouth Radio Corporation, WSAP operates on 1350 kilocycles, with a power of 5,000 watts.

Carl J. Burkland, who has earned an outstanding reputation in the many years he has been in the broadcasting industry, is executive vice president and general manager of the station.

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NBC-New York, 8/3/53

NBC RADIO LEADS MULTI-WEEKLY P.M. PROGRAM FIELD

Win, place and show.

That's the front running record of three multi-weekly evening radio shows heard on NBC during the week of June 21-27, according to latest Nielsen figures. Most listened-to multi-weekly evening program in the country that week was NBC radio's ONE MAN'S FAMILY (Monday through Friday, 7:45 p.m., EDT), followed closely by NEWS OF THE WORLD (Monday through Friday, 7:30 p.m., EDT) and COKE TIME STARRING EDDIE FISHER (Tuesday and Friday, 8 p.m., EDT), both also heard on NBC radio.

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News coverage? How's this for saturation?

Each week, 634 news programs, accounting for 106 hours and five minutes of programming, are heard on the NBC radio and television networks and the owned and operated stations of NBC. Of these, 206 news shows, accounting for 42 hours, 45 minutes, originate in New York on both the network and WNBC and WNBT.

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NBC-New York, 8/3/53



TRADE NEWS

August 4, 1953

NBC RADIO STATIONS OFFER MANY PROPOSALS FOR NETWORK SHOWS
IN RESPONSE TO TED COTT'S CROSS-COUNTRY TALENT PLAN

A cross-country idea-and-talent search was announced in a telegram to the NBC radio affiliates last weekend. Forty-eight hours after transmission of the message to stations inviting them to submit programs and personalities for possible network scheduling, NBC officials have more than a score of nominations for evaluation.

In his telegram to stations inviting submission of program ideas and personalities, Ted Cott, operating vice president of the NBC radio network, said, "America neither geographically nor creatively is a suburb of New York." He pointed out that the inherent mechanics of the network allow for a greater use of more originating points than the traditional New York, Hollywood and Chicago. "The NBC radio network speaks to America and therefore must reflect it. The best way to accomplish this is to listen to America by originating from all parts of the country," Cott said.

John P. Cleary, director of radio network programs, has been designated by Cott to head a program board which will screen the nominations of the affiliates.

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2 - NBC Radio Stations

Cott, in his message to the stations, said in part:

"We are moving ahead to carry out our determination to bring to the NBC radio network new program attractions, new personalities and new entertainment formats which step by step will place your network in first program position in radio.

"We know our audience is as big and varied as America, and in making our program plans we are operating on the conviction that America is neither geographically nor creatively a suburb of New York. We want to cover every possible source of new programming, and we are sure that there are many valuable types of programs and personalities on our affiliated stations throughout the country which could be developed for network use. As part of our Fall plans we would like to explore, for inclusion in our network offerings, a number of the best programs which our affiliates originate around the country because we feel that this would give our programming variety and freshness.

"May I therefore earnestly request that you send to me at the earliest possible moment any recording or information on any program or personality which you feel should have a network niche. As our plans develop, you may be certain that we shall be in constant motion to remain in the forefront of the industry. Here is a way for us to form a partnership of creativity."

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NBC-New York, 8/4/53

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August 4, 1953

THREE MORE SPONSORS FOR 'KATE SMITH HOUR'

Three more advertisers have bought time on THE KATE SMITH HOUR, popular daytime NBC-TV program which returns to the air Sept. 21 (Monday through Friday, 3-4 p.m., EDT).

The sponsors are:

James Lees and Sons Co. of Bridgeport, Pa., makers of carpets and rugs, who have bought the 3:30-3:45 p.m. Monday time spot for 39 weeks, beginning Sept. 21.

The Simoniz Company of Chicago, which has bought the 3:45-4:00 p.m. Thursday time spot for 39 weeks, effective Sept. 24.

Landers, Frary & Clark of New Britain, Conn., makers of Universal Electrical Appliances, who have bought the Wednesday, 3:30-3:45 p.m. time spot for 10 weeks, beginning Oct. 14.

D'Arcy Advertising Company is the agency for Lees, Sullivan, Stauffer, Colwell & Bayles, Inc., for Simoniz and Goold and Tierney Inc. for Landers, Frary & Clark.

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NBC

FEATURE

SENATOR, THAT SPEECH IS TOO LONG!

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Advice to Lawmakers All in Day's Work
For NBC Camera Crews Filming Story
Of Nation's Capital for TV

Ever tell the President to brush his hair or straighten his tie? Ever tell a United States senator he talked too long and he'd better make it shorter? Ever tell a member of the Cabinet to get a little more solid fact into a statement?

NBC's camera crews in Washington do it every day to bring the film story of the nation's capital to the U.S. television audience.

NBC will mark its eighth year of independent TV news-on-film production with a special anniversary program Sunday, Aug. 23 (7 to 8 p.m., EDT), entitled ASSIGNMENT: TOMORROW. James Fleming is editor-narrator.

NBC's film coverage of Washington will be eight years old on Aug. 23. In those eight years NBC's Washington cameramen and soundmen have covered stories ranging from the assassination attempt on President Truman to a moonshine

raid in the Virginia Hills. They have helped bring the operations and personalities of the government into millions of television homes.

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THE UNITED STATES OF AMERICA
DO hereby certify that
the within and foregoing is a true and correct
copy of the original as the same appears
in the records of the Department of the Interior.

Witness my hand and the seal of the Department of the Interior at Washington, D.C., this 10th day of January, 1900.

Very truly yours,
J. M. McKim,
Secretary of the Interior.

THE UNITED STATES OF AMERICA
DO hereby certify that
the within and foregoing is a true and correct
copy of the original as the same appears
in the records of the Department of the Interior.

Witness my hand and the seal of the Department of the Interior at Washington, D.C., this 10th day of January, 1900.

2 - News Film Anniversary

NBC's Washington crews shoot for the "Camel News Caravan," "Today," the syndicated Daily News Service, WNBT's "11th Hour News" and Washington's "Richard Harkness." Brad Kress and John Langenegger cover the Capital. Al Simonson and John Hofen cover the White House. Irving Heitzner takes the rest of the area.

Each morning in NBC's Washington newsroom, central newsdesk manager Art Barriault, and camera assignment chief Bill Corrigan, survey the stories that seem most important for the day and contact the crews. There's an important arrival at the National Airport, and Irving Heitzner is on his way to get 100 feet of silent footage. There's a hearing on the Hill that may get hot. Brad Kress and John Langenegger set up to record whatever happens. A key Washington figure visits the President. Simonson and Hofen are waiting for him when he comes out.

As the day's Washington news breaks, it's up to Barriault and Corrigan to dispatch the crews so that the top stories are covered -- without exception. Sometimes the crews have to make mad dashes across town to be on hand for the next news conference. But they make it. A big help in speedy coverage is the NBC station wagon, equipped with radio-telephone for contact at all times.

Once the film is shot, it's picked up by NBC's motorcycle courier, Jim Curtis. He threads his way through Washington's crowded streets to the lab where the film is processed, or to the airport where it's shipped direct to New York. Always, Curtis has to move in a hurry. In 1949, Senator Tom Connolly announced at 7 o'clock one evening that the first appropriation for Western Europe had just been

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3 - News Film Anniversary

passed to implement the North Atlantic Treaty. Brad Kress shot the statement and handed the film to Curtis. Jim ran for his motorcycle and headed for the lab three miles away. The film was processed and handed to Jim again. This time he took it to the studios, five miles from the lab. The film was on "Camel News Caravan" that night -- 50 minutes after it had been shot. Such feats -- seemingly incredible at the time -- have become standard practice.

David Brinkley supervises the editing of all Washington film for the "Camel News Caravan." After conferring with Camel editors in New York, Brinkley cuts the day's top Washington stories, writes a script to back them up, and goes on the air with the report at 7:45 p.m., EDT. Jean Montgomery helps Brinkley with the contact work necessary to set up the special features for which the "Camel News Caravan" is famous.

New Techniques Developed

To dramatize the ideas of Washington for the eyes of the nation, NBC in Washington has pioneered in several techniques. NBC was first to assign crews to permanent beats so they could develop thorough familiarity with primary news sources. NBC pioneered in shooting statements by officials in several "takes," changing the camera angle and distance during the delivery of a statement, so as to make the story more interesting to watch. NBC was first to use a hand camera so a story could be shot anywhere, not just in studios with elaborate facilities.

NBC was first with the idea of getting film interviews in interesting locales. Vice President Nixon and David Brinkley discussed the problems of the new Administration while riding in a government

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4 - News Film Anniversary

Cadillac. It was filmed for "Camel News Caravan" that night. NBC crews have gone into the Senate Dining Room and the Senate Barber Shop to get stories. They filmed one conversation between Senators Humphrey and Morse while the Senators rode horses on Morse's Maryland farm. NBC was first to take the nations' television audience on a tour of the highly-restricted Russian embassy.

But sometimes there is news of a more tangible nature. One morning last March, NBC cameramen were on their way to work when a bulletin went out over the radio that something had happened at Union Station. Every one of the cameramen went over to see what was up. The result was the best footage shot by anyone on the now famous wreck of the Boston train, the "Federal Express," that had lost its brakes.

NBC's White House cameraman was on duty a few years ago when he heard shots from the street outside. He picked up his Auricon, portable sound camera, and ran out to see what had happened. The resulting pictures, on NBC that day, told a vivid story of the assassination attempt on President Truman in front of Blair House.

Sometimes, to cover the news in Washington, NBC's film crews have to be rather candid, yet tactful with the nation's leaders. If the President is out of doors and has a hat on, it is quietly pointed out to him that he should take it off. Shadows over the eyes don't look well on a TV screen. Or perhaps a Senator is making a statement and he goes on and on and on. The cameraman tells him in diplomatic terms it's too long and should be cut in half. The Senator does it over.

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5 - News Film Anniversary

Some government officials, new to their office, are reluctant to make statements when they're in the news. It's up to the camera crews and assignment editor Corrigan to persuade them that what they've got to say is important and that the nation should be able to see them say it.

Sometimes the President decides upon a sudden trip. NBC's White House crew gets only a few hours' notice, but it makes the plane.

These are a few of the problems involved in covering Washington, but with good contacts, lots of leg-work, and more push, NBC's crews tell the story.

What would Washington be like if the TV film men could have their say? Art Barriault sums it up for all of them. "The millenium will come when every Senator and Cabinet officer can clarify the most-complicated of political issues in a well-rounded, colorful, one-minute statement."

The millenium isn't here, but NBC's Washington film crews are bringing it closer.

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NBC-New York, 8/3/53

LELAND HAYWARD, MAURICE EVANS, ALBERT McCLEERY AND OTHERS
HONORED BY CHRISTOPHERS FOR TV ACHIEVEMENTS

Christopher Awards for the second quarter of 1953 have been awarded to Leland Hayward, NBC television producer and consultant, and to Maurice Evans for his two-hour production of "Hamlet" on NBC television's "Hallmark Hall of Fame," ~~it was announced today.~~

These and other award winners were designated to receive the bronze Christopher medallion for their works which "reflect the God-given talent that can be exerted by one individual in the literary and entertainment fields," according to a statement by Father James Keller, director of the Christophers.

Hayward won his Christopher Award for his production of "The American Road," commemorating the 50th anniversary of the Ford Motor Company and presented as a dual network telecast. Writer Frederick Lewis Allen and director Clark Jones, whose regular directorial duties are with NBC's "Your Hit Parade," also received recognition from the Christophers in connection with the two-hour program.

In addition to Evans, Christopher medallions were announced for Albert McCleery, director of "Hallmark Hall of Fame," and the adaptors of the "Hamlet" script, Mildred F. Alberg and Tom Hughes Sand.

The Christophers were founded in 1945 by Father Keller. In making the awards, the objective of the Christophers is "to focus attention on the creative power resting in the hands of the individual writer, director, producer and to encourage that power to be used, under God, for the good of all."

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NBC-New York, 8/4/53

SCENES FROM TOP HOLLYWOOD FILMS TO BE SHOWN
IN 22 MARKETS ON 'TODAY' PROGRAM

Scenes from top current productions of major Hollywood film studios will be shown on a local basis in 22 markets on NBC-TV's TODAY (Monday through Friday, 7-9 a.m., EDT and CDT) in five-minute segments bought by Cameo Curtains, Inc.

Known as "Prevue Cameos," the five-minute "Today" segments will have as their theme, "The Movie for Today. Go See A Movie Tonight."

Among the major productions from which scenes will be shown are "Roman Holiday," starring Gregory Peck; "Little Boy Lost," with Bing Crosby; and "The Captain's Paradise," with Alec Guinness.

Local theatre lobby displays, trailers, department store exploitation and newspaper ads will urge TV owners and movie-goers to watch the "Today" program for latest movie information, according to Irving Zuckerman, advertising manager for Cameo Curtains. Zuckerman said the series will start later in August, with more markets eventually to be added to the 22 originally scheduled. Product Service, Inc., is the agency for Cameo Curtains, Inc.

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NBC-New York, 8/4/53

NBC SPOT SALES OFFICES FLY BANNERS IN SALUTE
TO 'FRIENDLY FIREMAN WEEK' PROMOTION

It's "Friendly Fireman Week" in the offices of NBC Spot Sales throughout the country. To mark the event -- a promotion for Dave Cameron's kid show "The Friendly Fireman" on WRGB, Schenectady, Albany, and Troy -- banners are flying from the ceilings of the NBC Spot Sales offices, in New York, Chicago, Cleveland and Los Angeles and the office staffs are wearing souvenir firemen hats.

A special promotion mailing piece has been sent out by NBC Spot Sales with the theme, "He's Red Hot -- The Friendly Fireman." The promotion piece includes excerpts from the hundreds of typical letters received each week by Dave Cameron, cost per thousand of the show, pictures of the Friendly Fireman and his fans, the station's coverage area and other market facts.

"The Friendly Fireman" is presented over WRGB Monday-through-Friday (5-5:15 p.m.) and has the highest mail pull of any television show in New York's capital district area.

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NBC-New York, 8/4/53

DINAH SHORE WILL BE GRAND MARSHAL OF PARADE
AT CHEVROLET ALL-AMERICAN SOAP BOX DERBY

NBC singing star Dinah Shore will be honored guest and grand marshal of the parade at the All-American Chevrolet Soap Box Derby in Akron, Ohio, Sunday, Aug. 9. The finish in the final race of what is often referred to as "the greatest amateur racing event in the world," will be broadcast on NBC radio in a special program from Derby Downs, in Akron, Sunday from 4:30-4:45 p.m., EDT.

Accompanied by her husband, screen star George Montgomery, Miss Shore plans to arrive in Akron on Saturday, Aug. 8, and will lead the parade prior to the racing classic in Chevrolet's newest sports car, the Corvette.

Under the sponsorship of Chevrolet Motor Division of General Motors and leading American newspapers, official Soap Box Derby races are being held in 150 communities in the United States. The top national prizes have been increased to \$15,000, including as first award for the winner a four-year college scholarship diploma worth \$5,000, plus a trophy. Other prizes include \$4,000, \$3,000, \$2,000, and \$1,000 scholarships; motion picture cameras, projectors, television sets and other valuable awards.

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NBC-New York, 8/4/53

NBC-TV PROGRAM

FELICIA SAUNDERS TO SING WITH SAMMY KAYE'S BAND

Sammy Kaye has chosen vocalist Felicia Saunders to sing on his new NBC-TV show Saturday, Aug. 8 (8 p.m., EDT). Each week for the five weeks of the show Kaye will choose another recording vocalist.

For the opening program Kaye has selected "I Can't Give You Anything but Love" as his "dusty manuscript" number. Other music set for the show will be "Crazy, Man, Crazy" and, for Felicia Saunders, the "Song from Moulin Rouge." For his "So You Want to Lead a Band," Kaye will bring several contestants from the audience to the stage.

The program is produced by Charles Irving and directed by Irving Cirker. The scriptwriters are Rus Beggs and Jack Raymond.

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NBC-New York, 8/4/53

REPLYING TO THE NEW YORK TIMES

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SECRET

NBC FILM DIVISION

'DANGEROUS ASSIGNMENT' SOLD TO 118th MARKET;
SYNDICATED HOPALONG CASSIDY FILM TO 117th

"Dangerous Assignment" was sold this week to Station KFDX-TV in Wichita Falls, Tex., John B. Cron, national sales manager for the NBC Film Division, announced today, bringing to 118 the total number of markets in which the program has been sold.

Other new sales this week were the one-hour Hopalong Cassidy film to WFPA in Pensacola, Fla. (bringing total markets to 117); "Weekly News" to the Sherman Advertising Agency in San Francisco, WROM-TV in Rome, Ga., and WISE-TV in Asheville, N.C. (54 markets); "Captured" to KLAS-TV in Las Vegas, Nev., and WGVN-TV in Greenville, S.C.; "Life of Riley" to KELO-TV in Sioux Falls, S.D., to the Hartman Agency for Sawyer Biscuit in Chicago, and KOTV in Tulsa, Okla.; "Victory at Sea" also to KELO TV in Sioux Falls, S.D. (47 markets); "Watch the World" to WKY-TV in Oklahoma City, Okla.; and "Lilli Palmer" Show" to KPHO-TV in Phoenix, Ariz., and WISE-TV in Asheville, N.C.

"The Cop," formerly entitled "Dragnet," has been sold in three new markets bringing its total to 27 markets since its release for syndication a few weeks ago. The new markets are WFPA in Pensacola, Fla.; KCSJ-TV in Pueblo, Colo., and KRDO-TV in Colorado Springs. Colo.

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NBC-New York, 8/5/53

R.J. REYNOLDS TOBACCO CO. SIGNS TO SPONSOR
'GRAND OLE OPRY' FOR 15TH YEAR

Fourteen years and still going strong. That's the record of Prince Albert Smoking Tobacco on that institution of American radio, NBC's GRAND OLE OPRY (Saturdays, 9:30 p.m., EDT).

On Oct. 14, the R.J. Reynolds Tobacco Company, maker of Prince Albert, will mark the beginning of its 15th year of sponsorship of the popular country music program which has helped make Nashville, Tenn., the folk music capital of the world. Represented by William Esty Company, Inc., the tobacco firm recently signed to sponsor the show for another 52 weeks, the contract year ending June 26, 1954.

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WSYR-TV TO JOIN LIST OF STATIONS CARRYING 'TODAY' SHOW

TODAY, NBC-TV's early morning news and special events show, will soon branch out into another market with almost 200,000 television sets.

Effective Sept. 7, station WSYR-TV in Syracuse, N.Y., will be added to the line-up of stations carrying the popular 7-9 a.m., EDT and CDT program. WSYR will become the 46th station in the East, South and Midwest to schedule "Today."

Featuring Dave Garroway and Jack Lescoulie, "Today" has opened up the Monday-through-Friday early morning television market in the year and a half it has been on the air.

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NBC-New York, 8/5/53

JOHN D. McTIGUE IS NAMED ACCOUNT EXECUTIVE
FOR NBC RADIO NETWORK PRESS ACTIVITIES

Emphasizing the importance of the new revitalization plans now under way on the NBC radio network, John D. McTigue of the ^{NBC} Press Department staff has been designated as account executive solely for radio network press activities. //

The detachment of McTigue from other Press Department duties marks the assignment of a fourth radio veteran to the expanding team being assembled by William Fineshriber, vice-president in charge of the NBC radio network, and Ted Cott, operating vice president. Other members of the team, as announced last week, are Fred Horton, director of radio network sales; John P. Cleary, director of radio network programs; and Merrill Mueller, radio news and features executive.

McTigue will report to Richard Connelly, director of Press for NBC, but will confine his activities solely to the new NBC radio organization. He will use the existing facilities of the Press Department where all sections, including trade press, magazines, column and syndicate placement, music, news and photo, are putting emphasis on publicizing and exploiting the expansion of the separate radio network.

McTigue has been in radio and television for more than 20 years. He recently returned to NBC following a tour of duty as a Psychological Warfare officer in Germany. He was a member of the NBC Press staff for 10 years until 1941, when he went to ABC as director of publicity for WJZ. Following a two-year stint as a war correspondent in Psychological Warfare in the Mediterranean during World War II, McTigue returned to ABC as manager of Special Events.

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NBC-New York, 8/5/53

NBC RADIO AND TELEVISION BRING NATION SWIFT NEWS
OF PRISONER-OF-WAR EXCHANGE IN KOREA

The National Broadcasting Company will continue to bring radio network listeners the names of released American prisoners of war as promptly as they are released to the Allies at Panmunjom, breaking in on programs whenever necessary.

TV station affiliates will announce the names of liberated soldiers on a local basis, with cameramen and correspondents available for interviews with the families of the returning men, and other special features.

Soon after the exchange started last night, at exactly 8:26:15 p.m., EDT, NBC newsman Irving R. Levine broke into the NBC-TV "Revlon Mirror Theatre" program with the first bulletin. The first flash on short wave radio announcing the names of the released captives was carried on NBC radio at 8:30 p.m., EDT.

Veteran NBC newsman John Rich was among the Allied correspondents stationed at Panmunjom, where the returning prisoners were to be checked against rosters of names supplied by the Communists and then removed by truck, helicopter and ambulance to Munsan.

Rich reported that the prisoners appeared to be in "good shape generally," and that the first contingent to be flown to the

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THE NATIONAL ASSOCIATION OF BROADCASTERS
AND THE NATIONAL ASSOCIATION OF TELEVISION BROADCASTERS

The National Association of Broadcasters (NAB) and the National Association of Television Broadcasters (NATV) are the two major industry groups in the United States. They represent the interests of their respective members and work to influence public policy. The NAB is the largest of the two, with over 1,000 members, while the NATV has about 100 members. Both organizations are active in lobbying Congress and the Federal Communications Commission (FCC). They also work to resolve disputes between their members and the public. The NAB and NATV are both part of the National Association of Broadcasters and Television Stations (NABT). This organization was formed in 1997 to provide a unified voice for the broadcast industry. The NABT is a non-profit organization that works to promote the interests of its members and the public. It also provides a forum for the industry to discuss issues and develop solutions. The NABT is a key player in the broadcast industry and is an important part of the industry's infrastructure.

2 - P.O.W. Exchange

United States would in all probability arrive within two days. NBC reporter Wilson Hall covered the arrival of the liberated prisoners at Freedom Village, Munsan.

Crews with television cameras and recording equipment were alerted from 8 p.m., EDT, until midnight, in New York, Washington, D.C., Chicago, Hollywood, San Francisco, Dallas and Cleveland to interview families of repatriated prisoners for later presentation on the NBC radio and television networks. Some of the interviews were shown on this morning's "Today" program.

Bulletins announcing new names last night were broadcast during the following radio programs: "First Nighter," (8:30-9 p.m., EDT); "Baron and the Bee" (9-9:30 p.m., EDT); "Cousin Willie" (9:30-10 p.m., EDT); Henry Cassidy's news program (10:30-10:35 p.m., EDT) and on later news programs.

Announcements were made on NBC-TV during the following programs: "Revlon Mirror Theatre" (8-8:30 p.m., EDT): "Break the Bank" (8:30-9 p.m., EDT); "Nothing But the Best" (9-9:30 p.m., EDT); "This Is Your Life" (9:30-10 p.m., EDT); "Two for the Money" (10-10:30 p.m., EDT); and on later regularly scheduled news programs.

At 10:30 p.m., EDT, Bob Considine on his regular show presented a special documentary news film received by plane earlier in the day from the scene of the prisoner of war exchange in Korea. The film was followed by direct on-the-spot short wave reports from John Rich at Panmunjom.

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3 - P.O.W. Exchange

Other NBC veteran news commentators who broadcast the special announcements, included Bill Fitzgerald and Leon Pearson.

Supervising the overall planning for the coverage was Joe Meyers, editor of the NBC central news desk. Arrangements were under direction of Chet Hagen, Arthur Wakelee and Joe Michaels. Frank McCall produced a special news program for the "Camel News Caravan," and Buck Price prepared another special program for NBC's "Today."

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NBC--New York, 8/5/53

Chief and Deputy Chief Commissioners who conducted the
social investigations, including all witnesses and their
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NBC

TRADE NEWS

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August 6, 1953

NEW WEEKLY TV SITUATION COMEDY SERIES TO STAR EZIO PINZA

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Philip Morris Company and Lady Esther, Ltd., Will Sponsor

'Bonino,' Story of Concert Singer, Father of Eight

PREMIERE

Ezio Pinza will star in a new weekly television series titled BONINO starting Saturday, Sept. 12 (NBC-TV, 8-8:30 p.m., EDT). The program will be a situation comedy, utilizing Pinza's acting and singing talents.

"Bonino" was conceived by Thomas W. Phipps and Robert Alan Aurthur and will be written by Aurthur in collaboration with David Shaw. The program will be produced by Fred Coe, noted producer of "Television Playhouse" and "Mr. Peepers."

The new series will concern the life of Bonino, a concert singer, and his family of eight motherless children. The situations develop in many ways as Bonino takes over as head of the household after a prolonged absence. // His eldest daughter's romance, his son's difficulties in college, his younger children's problems of adjustment all will provide material for episodes in the weekly program. Through-

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OK

out it all the character of Bonino, warm and genial, will continue to unfold and develop. There also will be room for romance in the life of widower Bonino.

Pinza will sing on the program, but only when music fits into the context of the story. There will be no fixed number of songs: sometimes there will be several, at other times perhaps none. The orchestra will be directed by Donald Voorhees, who also is musical director of NBC's "The Telephone Hour."

The role of Martha, the maid, will be played by Mary Wicks, that of Rusty, the former valet, by Mike Kellin and the concert manager Walter Rogers will be played by David Opatashu. Casting for the roles of the eight Bonino children is now going on; the actors for these roles will be announced shortly by producer Fred Coe.

"Bonino" will have two co-sponsors: the Philip Morris Company and Lady Esther, Ltd. The first three programs, starting Sept. 12, will be sponsored solely by Philip Morris. Lady Esther will begin sponsorship on Oct. 3. Each week one will be the major sponsor and the other the minor sponsor, alternating throughout the season. Agency for both sponsors is The Biow Company. ||

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NBC-New York, 8/6/53



TRADE NEWS

August 6, 1953

'TODAY' TO ENTER FALL SALES SEASON WITH LARGEST CLIENT LIST OF ANY PROGRAM IN TV HISTORY

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Show's Flexibility Suited to Large and Small Advertisers

TODAY, NBC-TV's early morning news and special features program, will enter the Fall sales season with the largest client roster of any show in the history of television, George Frey, NBC vice president in charge of television network sales, said today.

The daily variety show, which in the past year and a half has opened up wide the morning television market, lists 58 individual campaigns to date this year--including those already completed, those currently being aired and future 1953 commitments. Of all these bookings, 25 are long-term campaigns.

In addition to the numerous large budget advertisers who have climbed aboard the "Today" bandwagon, a great number of smaller business participants are represented--businesses that have found the flexibility of "Today" ideally suited to their needs.

The result of this tremendous upsurge in business is that "Today" is rapidly pushing toward the saturation point in sales. Now on order for the last four months of this year are a total of 723 segments out of an available total of 1408, indication that "Today" will

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1990, 10/10/90

YOUNG, JOHN (1910-1990) 10/10/90
1990, 10/10/90

1990, 10/10/90

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average at least 60 per cent of sellout this Fall, even without counting in the heavy holiday season marketing for which the program has wide appeal. These sold segments will bring an average gross volume of \$2,169,000 for the final four months of 1953.

Among the advertisers who recently have signed for campaigns --large, intermediate and small--on "Today" are: Florida Citrus Commission, Standard Brands, Inc., American Safety Razor Corp., Emerson Drug Co., American Maize Products Co., American Hair and Felt Co., U.S. Rubber Co., E.R. Squibb & Son, Crosley Division, Avco Manufacturing Corp., Du Pont de Nemours & Co., Inc., Morton Packing Co., Hawaiian Pineapple Co., Ltd., General Mills, Inc., General Electric and others.

Aside from its lengthy client list, another indication of "Today's" success is the repeated return of agencies to the program on behalf of their clients. In recent months, 11 sponsors have signed for "Today" through Batten, Barton, Durstine and Osborn, Inc.; seven have been booked by Young & Rubicam, Inc.; five by Ruthrauff & Ryan, Inc.; and four by J. Walter Thompson.

"Today" is seen Monday-through-Friday from 7-9 a.m., EDT and CDT over NBC-TV, with Dave Garroway, Jack Lescoulie and Frank Blair.

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NBC-New York, 8/6/53

...at least 50 per cent of which this bill, even without ...
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...of 1951.

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NOTABLES TO JOIN IN TRIBUTE TO YOUNG MODEL AUTO DESIGNERS
ON 'FISHER BODY AWARD' PROGRAM ON NBC RADIO AND TV

Forty of America's youngest and most talented model automobile designers will be spotlighted in a half-hour radio and television broadcast titled FISHER BODY AWARD on NBC radio and TV network Tuesday, Aug. 18 (9:30-10:00 p.m., EDT). The program will originate in Detroit.

The young car designers are this year's regional winners in the annual Fisher Body Craftsman's Guild model car competition. Eight of the 40 regional winners will be announced during the broadcast as grand national winners and recipients of university scholarships with a total value of \$20,000.

Scene of the ceremony will be the annual scholarship award banquet of the Guild in Detroit's Sheraton-Cadillac Hotel. Banquet guests will include many of the country's leading educators, scientists and industrialists.

Participants in the broadcast will include Harlow H. Curtice, president of General Motors; Herold C. Hunt, superintendent of schools in Chicago; Frederick L. Hovde, president of Purdue University; L.C. Goad, executive vice president of General Motors; and Dr. George J. Fisher, national commissioner of the Boy Scouts of America.

(more)

(1000)

2 - Fisher Body Award

The famous inventor, C.F. Kettering, will introduce and interview the eight scholarship winners. Toastmaster and master of ceremonies will be James E. Goodman, president of the Craftsman's Guild and GM vice president in charge of the Fisher Body Division.

More than 3,200,000 boys have participated in Guild activities since its inception in 1930. To date the Guild has awarded 115 university scholarships worth \$380,500 and more than 10,000 boys have received state and regional awards in past Guild competitions.

-----O-----

NBC-New York, 8/6/53

EDWIN T. JAMESON JOINS NBC SPOT SALES

Edwin T. Jameson will join NBC Spot Sales in New York as a salesman on Monday, Aug. 10, George Dietrich, Eastern radio manager, NBC Spot Sales, announced today.

Jameson comes to NBC from Free and Peters, where he was an account executive for two-and-a-half years. Previously, he was with Crosley Broadcasting for five years as a sales executive, and before that was with WNEW and CBS.

Jameson was born in Kansas City, Mo., and attended Columbia College and New York University. During World War II, he served in the Army. He is married, lives in Flower Hill, L.I., N.Y., and has two children. He is a member of the Radio and Television Executives Society of New York and the Poor Richard Club in Philadelphia.

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NBC-New York, 8/6/53

NBC FEATURE

* ————— *

EIGHT-YEAR FOOTAGE OF NEWS-ON-FILM IN ONE HOUR
POSES HUGE 'TO DROP OR NOT TO DROP' QUESTION
FOR 'ASSIGNMENT TOMORROW' PRODUCER FLEMING

* ————— *

"With the NBC resources at our disposal we could put on a 24-hour-long program, and the story of the network's eight years of news-on-film production would still hold interest."

Jim Fleming speaking. Fleming is narrator and editor of "ASSIGNMENT TOMORROW: Eight Years of NBC-TV News," which will be telecast Sunday, Aug. 23 (NBC-TV, 7-8 p.m., EDT).

Fleming, 38, onetime war correspondent who has been with NBC since March, 1949, sees his greatest challenge in the one-hour time limitation imposed on the anniversary show.

Fleming has approached the problem of bringing a coherent sound-and-picture image of the eight-year period not merely as a chronological summary. He is using as narrators persons who have been intimately involved with great events. He hopes to create "impressionistic sequences" which not only tell the top stories but serve to penetrate more deeply into their significance.

Fleming points out that the toughest problem of all is that of selection and rejection. At the moment he has decided to allow a good segment of time for retelling the famous Senate crime hearings

(more)

in New York. "Any story that meant so much to TV is worth a long playback on a TV anniversary," he says.

But he hasn't made up his mind yet about a certain piece of footage in which the late George Bernard Shaw speaks his final will and testament.

"It's wonderful footage," says Fleming," but if I let it run, I've got to drop something else."

Colleagues suspect that Fleming will "let it run," and that GBS will remain with "Assignment: Tomorrow."

Tape versus film? Fleming remains devoted to both, and with "Assignment: Tomorrow" he feels that he can do justice to both.

Actually, two difficult editorial techniques are being employed in preparation of the program.

These techniques involve (1) the assembly of the film clips from thousands of feet of news film available in the NBC library, (2) and the audio program. With tape recordings, few persons are involved, says Fleming, but in working with film, a corps of talented collaborators are pressed into service, including librarians, researchers, editors, assistant editors, writers, a director, cameramen and sound men. For TV news commentators, the preparation of "Assignment: Tomorrow" demanded team play on a mammoth scale; recordings and radio documentaries can be prepared by a task force of three or four.

Fleming recently completed his third current history record album for RCA Victor, featuring the story in sound of Dwight D. Eisenhower as a soldier, educator and President. Earlier albums were the best-selling "Mr. President" and "Adlai Stevenson Speaks."

-----O-----

in New York. "But every time we go to TV is worth a look

back on a TV assessment," he says.

But he hasn't made an idea what the show is about yet.

Today is when the last group of people will be interviewed.

and tomorrow.

"It's wonderful," says Tompkins, "and it's not just

that, I've got to stop something else."

Colleges expect that timing will "let it go," and that

SS will remain with "Assessment: Tomorrow."

They expect that the timing will be "let it go," and that

"Assessment: Tomorrow" is "let it go," and that

Assessment, the "let it go," and that

employed in operation of the program.

There are three things (1) the timing of the film clip

from tomorrow at 10:00 PM, the timing of the film clip, (2)

and the radio program. The timing of the film clip, (3)

video, and timing, but in working with the people at the

colleges and the people at the colleges, including the

assessment, ethics, assessment ethics, ethics, assessment

and some more. For TV now assessment, the program is

"Assessment: Tomorrow" described that they are a number of

recordings and radio documentaries and in terms of a look at

three or four.

Finally, we'll be looking at the timing of the film clip

from tomorrow at 10:00 PM, the timing of the film clip, (2)

video, and timing, but in working with the people at the

colleges and the people at the colleges, including the

assessment, ethics, assessment ethics, ethics, assessment

NBC

TRADE NEWS

CH

August 7, 1953

EMANUEL SACKS IS ELECTED A STAFF VICE PRESIDENT OF NBC;

ALSO WILL CONTINUE PRESENT DUTIES WITH RCA

FOR RELEASE MONDAY A.M., AUGUST 10

Brig. General David Sarnoff, Chairman of the Boards of Directors of the RCA and the NBC, ~~today~~ announced that Emanuel Sacks, now a Staff Vice President of the Radio Corporation of America, has been elected to serve also as a Staff Vice President of the NBC. Mr. Sacks will continue with his present duties and responsibilities as Vice President and General Manager of the RCA Victor Record Department.

In his new post with the NBC, Mr. Sacks will function as an assistant to General Sarnoff in connection with the latter's present duties at the NBC. Mr. Sacks has a wide acquaintance in the entertainment industry and a long-standing close association with performers. He will assist the various divisions of the NBC in their activities in the talent field, as well as in other areas.

(more)

02

Mr. Sacks joined RCA on Feb. 1, 1950, as Director of Artists Relations for the RCA Victor Division and the National Broadcasting Company. He was elected a Staff Vice President Dec. 1, 1950, and was named General Manager of the RCA Victor Record Department on Jan. 5, 1953.

Before joining RCA, he was associated with the phonograph record industry for nearly ten years. Prior to that time he was for seven years with the Music Corporation of America.

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NBC-New York, 8/7/53

1. During 1954, the Department of Defense
conducted a study of the military situation
in the Pacific area. The study was
conducted by the Joint Chiefs of Staff
and the Department of Defense. The study
was completed in 1954.

2. The study was conducted by the
Joint Chiefs of Staff and the
Department of Defense. The study
was completed in 1954.

CONFIDENTIAL

CONFIDENTIAL

NBC

TRADE NEWS

August 7, 1953

SHWAYDER BROS., FIRST LUGGAGE MANUFACTURER TO ENTER
NETWORK TELEVISION, WILL SPONSOR A SEGMENT OF
'YOUR SHOW OF SHOWS' AND 'ALL STAR REVUE'

With the announcement that it will sponsor a segment of
NBC-TV's YOUR SHOW OF SHOWS and ALL STAR REVUE this year, Shwayder
Bros., Inc., of Denver, Colo., becomes the first manufacturer of
luggage to enter network television.

The firm, which makes Samsonite Luggage and Samson
furniture, has signed to sponsor a 10-minute segment between 10 and
10:30 p.m. on the popular Saturday night shows (9-10:30 p.m., EDT).

In entering TV, the Shwayder company has set up an entirely
new budget for television advertising, and is not diverting advertising
capital from any other media, Howard McNaughton, advertising manager,
said.

"Your Show of Shows," starring Sid Caesar and Imogene Coca,
will be presented three out of every four weeks, beginning Sept. 12.
"All Star Revue" will be presented on the fourth week in the same
time spot, beginning Oct. 3.

Grey Advertising Agency, Inc., is the agency for Shwayder
Bros.

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ASTOR LENOX TILDEN FOUNDATION

1009 Broadway, New York, N.Y. 10018
Telephone: (212) 854-2400
Fax: (212) 854-2401

The New York Public Library, Astor Lenox Tilden Foundation, is a not-for-profit corporation organized under the laws of the State of New York. It is a member of the New York State Library Association and the American Library Association.

The Library is a non-profit organization and does not have a religious or political purpose.

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1009

NBC FILM DIVISION

PLAN IS ANNOUNCED FOR SALE OF 26 NEW, FULL-LENGTH
NBC FEATURE FILMS TO STATIONS AND ADVERTISERS

FOR RELEASE MONDAY, AUG. 10

Details of the unique plan whereby 26 new, full-length feature films -- none of which ever before have been shown on television -- will be sold to local stations and to local and regional advertisers were announced today by Robert W. Sarnoff, vice president in charge of the NBC Film Division.

The NBC Film Division's first group of feature films, more than half of which were produced since 1950, includes such outstanding hits as "No Orchids for Miss Blandish," with Jack La Rue and Linden Travers; "The Glass Mountain," starring Valentina Cortesa; "Folly to Be Wise," with Alastair Sim; "Who Goes There?" with Valerie Hobson and Peggy Cummins, and many other features which round out a well-balanced list of comedy, drama and mystery fare for local showing.

Featured in the other films are such outstanding stars as Douglas Montgomery, Claude Rains, Francis L. Sullivan, Clive Brook, Nigel Patrick, Martita Hunt, Martin Kosleck and many other performers of international fame.

Unusual aspects of the plan include a delivery arrangement whereby a station can be assured of a supply of films each month, with a stipulated time allowed to play off a specified number of runs. Six films are delivered the first month, with four a month for the following five months. However, if a station desires a quicker play-off period, such a request will be accommodated.

(more)

2 - NBC Feature Films

The films will be available on a staggered basis. The rights to play these films within a certain period will begin not from the date of signing the agreement but from the date of the availability of the films themselves. For instance, the six films available in October, 1953, may be played off until the end of September, 1954. The four films available in November, 1953, may be played off until the end of October, 1954 -- and so on.

The station will indicate to the NBC Film Exchange three weeks in advance of the telecast date which of the 26 films it wants. Delivery will be made at least 48 hours before air time.

Another unusual aspect of the NBC Feature film plan is the fact that all the films, screened and approved by the NBC Continuity Acceptance department, conform to the NARTB Code and therefore require no editing by the local station for reasons of morality or public acceptance. Each film will be available in two versions: 54 minutes and full length.

The high quality of each print will be assured by the fact that the films, distributed through the NBC Film Exchange, conform to the broadcast quality standards set by the NBC Engineering Department.

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NBC-New York, 8/7/53

NBC FEATURE

NBC NEWSMEN STATIONED THROUGHOUT WORLD SELECT
10 TOP STORIES SINCE NETWORK BEGAN
NEWS-ON-FILM COVERAGE IN 1945

The NBC News Department today named the 10 biggest stories covered by its television cameramen-reporters since the start of this form of TV news coverage by the network eight years ago -- the first in this field of journalism.

The eighth anniversary of NBC-TV's news-on-film production will be marked with a special program, ASSIGNMENT: TOMORROW, Sunday, Aug. 23 (7-8 p.m., EDT), in which viewers will see highlights of 3,000 days of history as recorded by newsreel cameramen working under difficult and often hazardous conditions. James Fleming will be narrator of the program.

The 10 biggest stories were selected by polling NBC newsmen stationed in key points throughout the United States, North and South America, Europe, Africa, the Near East, the Far East and the Pacific.

The stories are:

1. A-bomb on Hiroshima speeds end of World War II and opens Atomic Age.
2. Founding of United Nations begins period of attempt to settle world conflicts peacefully through international cooperation.

(more)

THE SECRETARY OF THE
TREASURY
WASHINGTON, D. C.

TO THE SECRETARY OF THE
TREASURY
WASHINGTON, D. C.

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TO THE SECRETARY OF THE
TREASURY
WASHINGTON, D. C.

3. The Red coup in Czechoslovakia and the blockade of Berlin symbolize the outbreak of "cold war."

4. The Marshall Plan and NATO mark the beginning of vast U.S. efforts to bolster the non-Communist world economically and militarily.

5. Communist victory in China shifts the balance of power in Asia.

6. In Korea the cold war turns hot.

7. Truman upsets Dewey in 1948 elections, extending Democratic administration.

8. Eisenhower's election in 1952 finally returns the Republicans to power.

9. The Texas City explosions, tornadoes, floods and droughts make homefront "disaster headlines."

10. The death of Stalin starts a Kremlin revolution with worldwide impact.

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NBC-New York, 8/7/53

1. The first of the following is the correct answer to the question "What is the capital of the United States?"
2. The second of the following is the correct answer to the question "What is the capital of the United States?"
3. The third of the following is the correct answer to the question "What is the capital of the United States?"
4. The fourth of the following is the correct answer to the question "What is the capital of the United States?"
5. The fifth of the following is the correct answer to the question "What is the capital of the United States?"
6. The sixth of the following is the correct answer to the question "What is the capital of the United States?"
7. The seventh of the following is the correct answer to the question "What is the capital of the United States?"
8. The eighth of the following is the correct answer to the question "What is the capital of the United States?"
9. The ninth of the following is the correct answer to the question "What is the capital of the United States?"
10. The tenth of the following is the correct answer to the question "What is the capital of the United States?"

100-100000-100000

100-100000-100000

NBC-TV'S MULTI-WEEKLY EVENING SHOWS LEAD 'EM ALL

Paced by CAMEL NEWS CARAVAN, America's most popular television news program, NBC-TV shows are rated one-two-three among multi-weekly, evening programs, according to the first July report of the Nielsen Television Index.

The ratings are topped by "Camel News Caravan" (Monday-through-Friday, 7:45 p.m., EDT), followed by COKE TIME STARRING EDDIE FISHER (Wednesdays and Fridays, 7:30 p.m., EDT) and THE DINAH SHORE SHOW (Tuesdays and Thursdays, 7:30 p.m., EDT).

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NBC-New York, 8/7/53

August 10, 1953

NBC RESEARCH EXECUTIVE GIVES FACTS AND FIGURES
SHOWING TANDEM PLAN COSTS LESS THAN SPOTS

Hugh M. Beville, Jr., Answers SRA Claim

A vigorous answer to claims that spot announcements are cheaper for the radio advertiser than NBC radio's Tandem Plan was made today by Hugh M. Beville, Jr., NBC's director of research and planning.

Beville made his statement in reply to an Aug. 1 press release by the Station Representatives Association attacking the tandem-type operation.

Point by point, Beville ripped into the "misleading facts upon which these conclusions are based."

"First of all," he pointed out, "the net time and talent cost of NBC's Tandem would be reduced to \$11,425 for a year-round advertiser rather than the 52-week cost of \$15,000 cited in the Station Representatives Association report. Thus, the SRA is exaggerating the cost of NBC's Tandem plan by almost \$4,000."

Commenting on the use of Pulse ratings in the report, Beville said that "absolutely no value was given to the coverage provided by NBC stations outside of the local market."

(more)

2 - Tandem Plan

"In the case of network stations," he said, "this outside coverage frequently is larger and of greater value to the advertiser than the local city coverage. The method which SRA used assumes that a 2.0 rating on a 250-watt independent station is equal in value with a 2.0 rating on a 50,000-watt, clear-channel network station. Such misuse of ratings has been bitterly fought by most elements in the industry for years. It is inconceivable that any industry group should resort to such misleading use of ratings figures in manufacturing the basis for attacking other elements of the radio broadcasting industry."

Beville noted that, in comparing figures, the SRA counted time and talent costs on the network side while only figuring in spot time costs. The cost of preparing spot announcements, either live or transcribed, is conservatively estimated as eight per cent of the net time cost of the announcement, he said.

Beville said the SRA report "completely overlooked" the extra value to Tandem advertisers derived from the opening and closing billboards offered by the plan, and similarly ignored the prestige and merchandising value of network stars and programs.

Another defect in the SRA report pointed out by Beville was the comparison of the cost of three one-minute announcements in Class A time on the network stations as representing the cost to the Tandem advertiser for network coverage in those markets.

"If the SRA report had used the network time rates, the figures would be vastly different," he said. "For example, the SRA indicates that the cost of three one-minute announcements in Los Angeles to a Tandem advertiser would be \$300. Instead, the net time cost to such an advertiser, based on discounted network rates, would

(more)

"In the case of network transmission," he said, "this value
average frequency is larger and of greater value to the advertiser
than the local city coverage. The network which has and assumes that
2.5 million on a 100-watt independent station is equal to 10 million
on a 2.5-watt station, or a 10,000-watt, independent station. This
issue of ratings for each station is not a simple matter in the
industry for years. It is inconceivable that the industry group would
agree to such misleading use of ratings figures in advertising the
media for advertising effect. The value of the radio advertising industry,
Boville noted that, in comparing figures, the 2nd network
and third costs on the network also with only 10 million in each
the costs. The cost of producing each advertisement, which lies in
consequently, is conservatively estimated at eight per cent of the cost
the cost of the advertisement, he said.

Boville said the 2nd network "completely overlooked" the value
of the 100-watt station which has the station and closing bill-
boards offered by the plan, and similarly ignored the benefits and
worthwhile value of network rates and programs.

However, Boville said the 2nd network ignored the fact that Boville was
the comparison of the cost of other one-station arrangements in class
and on the network station he represented the cost to the station
advertiser for network coverage in those markets.

"If the 2nd report had used the network time value, the
figures would be vastly different," he said. "For example, the 2nd
indicated that the cost of three one-station arrangements in 1961
would be a 100-watt station would be \$500. Instead, the cost was
and so much an advertiser, based on discounted network rates, which

3 - Tandem Plan

be \$171.72 on a 52-week basis. On a less-than-52 week basis, the comparative costs would be \$356.25 on a spot basis versus a network cost of \$204.12. The overall effect of this type of computation exaggerates the advertiser's time cost by 40 per cent in the top markets listed by SRA."

Beville noted a table included in the SRA report which showed that the spot radio cost in Buffalo for 26 minute announcements is \$182, or \$7 per announcement.

"In the Buffalo market," he said, "only two stations sell minute announcements at this price, and on both stations these announcements are available only between 11:30 p.m. and 7 a.m."

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NBC-New York, 8/10/53

The \$17.75 on a 20-week basis. On a 20-week basis, the average
 positive costs would be \$17.75 on a 20-week basis. A 20-week
 of \$17.75. The overall effect of this is to increase the
 the advertiser's time cost by \$17.75 for each 20-week period.

by 30%."

Battle noted a large increase in the cost of advertising
 shown that the cost of advertising in Battle for 10 years, approximately
 on \$162, or 17 per cent.

"In the Battle report," he said, "the cost of advertising has
 since announcement of this price, and we have found that the
 announcements are available only between 11:30 p.m. and 1 a.m."

[illegible]

October 1954, 1955

NBC

TRADE NEWS

August 10, 1953

NEED A STOCK SHOT OF AN AARDVARK OR A ZWEIBACH?--

ASK THE NBC FILM LIBRARY AND YOU'LL GET IF FAST

Stock shot film libraries are as important to stations, agencies and TV producers today as morgues are to newspapers. Newspapers use their filed data to fill out news stories, sometimes compiling entire features from morgue notes, while in TV, stock shot libraries are the mainstay of news and special events shows and play an increasingly vital role in most other video programing. Besides their obvious value as time and money savers, there are many scenes made available which would be impossible to duplicate.

The NBC-TV Film Library, started in the earliest experimental days of TV, has the largest collection of stock footage especially photographed for TV use. Over 18,000,000 feet of film are stored in 22 vaults with approximately 50,000 more feet added every week, available for both TV film and live programs. The bulk of this film was culled from the millions of feet of newsreel film shot all over the world by NBC cameramen and from the film projects produced by or for NBC on live shows.

Containing 2,200 main subject heads and sub-classified into no less than 14,750 individual topics, the library is so minutely cross-indexed that the "Atom Bomb" category includes everything from

(more)

2 - Film Library

'cyclotron' to 'secrets stolen' and the "Personalities" file runs from "Acheson" to "Zanuck." The library services the mystery-drama field with such subject headings as "blood," "corpses," "coffins" and mortuaries." Public service plugs are augmented with every kind of campaign from "bonds" to "tuberculosis."

Practically all NBC-TV shows use the stock Film Library on a regular or part-time basis. Among items supplied are fashion and food shots for women's shows; scenic background for musical productions; round-the-world coverage for travel programs; animal and human interest material for children's shows; and endless news and special events shots for documentaries, quiz shows and educational programs. Now the film library is available to local stations and outside producers to provide a solution to many of their programming and production problems.

The various news shows find the Film Library invaluable. For example, when the NBC newsroom received a flash that King George VI had died, complete obituary film material was supplied in two hours. To maintain this type of service, the Film Library is open from 9 a.m. to 1 a.m. and librarians are on call at all other hours.

Examples of demands made on the library are calls for such shots as a montage of parades to illustrate martial music on "Voice of Firestone," various scenic backgrounds for "Your Hit Parade," shrimp boats for the song of that name, zany shots of flagpole-sitters and a spaghetti-eating contest for comedian Bob and Ray.

NBC-TV Film Library staffers are encouraged to use individual imagination to create the desired effects. One request called for a

(more)

3 - Film Library

"stampede" sequence which was one of the few shots not on file. However, the request was adequately filled by combining shots of two horses fighting and a herd of horses racing past the camera.

Recent orders were for "corpuscles of a frog's blood," "microscopic views of germs," and "a front seat ride on a roller coaster."

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NBC-New York, 8/10/53

"Annapolis" residence which was one of the best in the city. It was
then, the request was accordingly filled by continuing to live
between fighting and a need of houses being built the country.
Recent orders were for "contingents of a troop's blood."
"Annapolis views of farms," and "A front view of a roller
corner."

REC-100-100000; 100/100

NBC

TRADE NEWS

OK.

August 10, 1953

NBC'S 'NATIONAL FARM AND HOME HOUR' TO MARK 25 YEARS OF SERVICE TO AGRICULTURE

It's going to be an especially "beau-ti-ful day in Chicago" when the National Farm and Home Hour, NBC's pioneer agriculture service program, marks a quarter century of broadcasting with a full hour special program Saturday, Sept. 12 (NBC radio, 1-2 p.m., EDT). The program usually is a half hour in length.

The Silver Anniversary broadcast guest list will include U.S. Secretary of Agriculture Ezra Taft Benson; W.A. Roberts, president of the Allis-Chalmers Manufacturing Company, sponsor of the program since 1945; several veterans of the first broadcast of October 2, 1928, and radio celebrities who appeared on the program in its early days. //

Heading the National Farm and Home Hour "old-timers" will be Frank Mullen, former NBC executive vice president, who as the network's agricultural director launched the program in 1928; William E. "Bill" Drips, who followed Mullen as NBC director of agriculture; Jennings Pierce, former director of the one-time West Coast edition of the program, and veteran character actor Harvey Hayes, who portrayed a forest ranger role on the program for many years.

(more)

Fran Allison of Kuklapolitan fame, a frequent guest star on the program some years ago, will also help celebrate the anniversary, as will NBC stars Fibber McGee and Molly.

Whitey Berquist, himself a quarter-century veteran, will conduct the Homesteaders Orchestra and the Farm and Home Quartet in selections from a soon-to-be-released RCA Victor Album of National Farm and Home Hour musical favorites most requested by listeners.

Farm commentator Everett Mitchell, who has been associated with the program since 1930, and who has become known all over the world for his "It's a beau-ti-ful day in Chicago!," will m.c. the program.

The "National Farm and Home Hour" has been heard continuously since its inauguration in 1928, and currently is heard over about 200 NBC radio affiliates by the largest audience in the history of farm broadcasting.

The format of the program has changed little over the years. With emphasis on service and information, the "Farm and Home Hour" presents informative on-the-spot agricultural features, farm news and market reports from the U.S. Department of Agriculture in Washington, and musical entertainment.

Among the broadcasting "firsts" credited to the program are: first NBC network program from Chicago; first farm program aired on a national network; first program to use extensive remote pickups, and first commercial program produced in cooperation with a government agency. Secretary Benson is the seventh U.S. agriculture chief to use the National Farm and Home Hour microphones.

(more)

In its 25 years on the air, the program has broadcast eye-witness reports from hundreds of agricultural events, with regular annual visits to such major shows as the International Livestock Exposition. In recent years the program has presented short-waved and recorded farm features from abroad, many reported by Mitchell during his World tours. A regular feature on the program is a report on farm news and markets by Ken Gapen, radio chief of the USDA in Washington. Behind the scenes of the veteran farm program are Milton Bliss, NBC's agricultural representative and Herbert Lateau, production-director.

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NBC-New York, 8/10/53

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2794 2795 2796 2797 2798 2799 2800 2801 2802 2803 2804 2805 2806 2807 2808

August 10, 1953

'UNDER THE SIGN OF JUPITER,' A DRAMATIC SALUTE
TO MODERN PHARMACIST, SCHEDULED FOR NBC RADIO

- - -
Documentary to Mark 100th Convention of American
Pharmaceutical Convention in Salt Lake City
Association

A dramatic bow to the modern pharmacist, "Under the Sign of Jupiter," will be broadcast by NBC radio Wednesday, Aug. 19 (10-10:30 p.m., EDT), in salute to the 100th convention of the American Pharmaceutical Association in Salt Lake City, Utah (Aug. 16-23).

Delving only lightly into the ancient and historical roots of modern pharmacy, the program will trace the changes that have come into the profession in the last century, especially in recent decades. It will point up the important role of the pharmacist in the whole field of medical care, dramatizing actual events that have taken place in the field of pharmacy.

Wade Arnold is executive producer. The script is the work of Lou Hazam, author of "The March of Medicine" television shows sponsored by Smith, Kline and French Laboratories, Philadelphia.

(more)

A special feature of the program will be the broadcast of portion of the dedicatory ceremonies of SKF's Early American Apothecary Shop in Mystic, Conn. This example of colonial pharmacy was formerly located in Wilmington, Del. Francis Boyer, president of SKF, will speak briefly during this portion of the program.

Speaking of the forthcoming broadcast, Dr. R.P. Fischelis, secretary and general manager of the American Pharmaceutical Association, said: "The public is well aware of the so-called 'lore of the apothecary.' What the public is not aware of is the tremendous professional and health responsibilities placed on the pharmacist today. This program will point out his important role in the entire medical care picture by dramatizing actual events that have happened in pharmacy."

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NBC-New York, 8/10/53

A general review of the program will be the first

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MRS. TUFTY, NBC-TV PANELIST, CIRCLING THE GLOBE

Esther Van Wagoner Tufty, publisher, writer, lecturer and NBC-TV panelist is off on another junket around the world.

Widely known as the owner of her own news bureau in Washington, D.C., servicing some 300 daily newspapers throughout the country, Mrs. Tufty has been invited to Australia as official guest of that country. She also will visit New Zealand and other areas.

Traveling by way of Europe and returning by the Pacific route, Mrs. Tufty, who covered the Republican and Democratic conventions for NBC-TV, will collect material for a series of special articles for her newspapers.

She is widely known as "the Duchess" for her work as a member of the NBC-TV panel show "Ask Washington," which is off the air for the Summer. No definite date has been set for her return to the network as a commentator.

Mrs. Tufty served as a war correspondent in Korea last year. She has traveled back and forth through Europe several times on special assignments, is a popular lecturer, and has been president of the Women's National Press Club.

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August 11, 1953

AMERICAN DAIRY SIGNS BOB HOPE FOR NBC RADIO SERIES
FRIDAY NIGHTS STARTING SEPTEMBER 25

- - -

52-Week Contract Marks Comic's 16th Year on Air

The American Dairy Association, Inc., has purchased THE BOB HOPE SHOW, it was announced today by Fred Horton, director of NBC's Radio Network Sales.

In announcing the closing of the 52-week contract, Horton said "This purchase by the American Dairy Association proves again the value of the Hope personality, of the NBC property package and NBC radio."

The new program will be used to generally promote and increase the use of all dairy products. It puts Hope's "nighttime stanzas" on the NBC radio network on Fridays from 8:30 to 9 p.m., EDT, starting Sept. 25. The advertising agency is Campbell-Mithun Inc., of Minneapolis.

Ted Cott, operating vice president of the NBC radio network said the new series will mark Hope's 16th season on the air and added "the new Bob Hope program gives NBC a strong anchor position for its new programs on Friday night."

(more)

August 11, 1933

AMERICAN DAIRY SIGNS FOR NEW RADIO BROADCASTS
FRIDAY NIGHTS STARTING SEPTEMBER 22
32-Week Contract Expires August 15th Year on Air

The American Dairy Association, Inc., has announced that it will not show. It was announced today by Fred Horvath, director of radio. Radio Network Sales.

In announcing the closing of the 32-week contract, Horvath said "This purchase by the American Dairy Association proves again the value of the NBC personality, of the NBC program, and the NBC radio."

The new program will be used to promote products and increase the use of all dairy products. It will be broadcast on the NBC radio network on Wednesday from 6:30 to 7:00 p.m. The advertising agency is Campbell-Ewald, Inc., of Minneapolis.

The chief operating vice president of the NBC radio network said the new series will start with Horvath's 15th season on the air and added "The new program gives NBC a strong weekly position for its new programs on Friday night."

(Continued)

Hope who is under exclusive radio and TV contract to NBC, has long reigned as one of the great comedy personalities in show-business.

The comic first broke into radio in 1932. On Sept. 27, 1938, he began his own NBC radio series, which for years has rated among the top programs in radio. He made his TV debut over NBC on Easter Sunday, 1950. A movie star with many top pictures to his credit, Hope has also starred in Broadway musicals and on the vaudeville stage. English by birth, he is a naturalized American citizen. He calls Cleveland, O., his home town.

A master of the quick gag and fast repartee, Hope made his first professional stage appearance as half of a male dance team in a Fatty Arbuckle show in Cleveland. He and his partner, George Byrne, played in vaudeville, musical comedy road shows and on Broadway. During a theatre engagement, Hope was asked to announce the following week's show. He gagged the announcement with some funny remark of his own and the audience roared with laughter. That ended his career as a dancer.

He developed a solo song-and-comedy act, working first in vaudeville circuits and later in New York, where he hit the big time in such Broadway musicals as "Ballyhoo," "Ziegfeld Follies" and "Red, Hot and Blue." Hope is married to the former Dolores Reade. They have four adopted children.

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NBC-New York, 8/11/53

NBC

TRADE NEWS

August 11, 1953

MONDAY-THROUGH-FRIDAY ALEX DREIER NEWS PROGRAM
TO BE SPONSORED BY INTERNATIONAL HARVESTER CO.

The International Harvester Company will sponsor Alex Dreier on the NBC radio network in a five-a-week, 15 minute news commentary program starting Monday, September 7, it was announced yesterday (Aug. 10) by Fred Horton, director of NBC Radio Network Sales.

Dreier will be heard over 53 NBC stations (Network except WNBC) Monday through Friday, in the 7 p.m. time now occupied by the "Pure Oil News Parade." The current station lineup is to be expanded by International Harvester as soon as local station time clearances are available. The contract is for 52 weeks.

Dreier is an award-winning journalist who is familiar both to American newspaper readers and radio listeners. He has had wide experience covering the world's news both here and abroad.

He has built a legendary reputation for "calling his news shots," notably the turn on the fall of France, the British victory over German airpower, and the rout of Rommel in Africa. In 1948, when the majority of pollsters were confident of a Dewey victory, Dreier rightly named Truman.

The agency is Young and Rubicam. The program will be in the interest of International trucks.

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TRADE NEWS

August 11, 1953

MORE THAN 70% OF NBC AFFILIATED STATIONS TO PARTICIPATE IN COOPERATIVE ADVERTISING CAMPAIGNS FOR RADIO AND TV

More than 70 percent of the network's affiliates have already agreed to participate in NBC's radio and television network-station cooperative advertising campaign for the Fall-Winter season which gets under way Aug. 27, Jacob A. Evans, NBC's director of advertising and promotion, announced today.

Of the network's 124 television stations, more than 70 percent have agreed to take part in the advertising campaign and about 75 percent of NBC's 176 radio affiliates have accepted the plan.

The TV campaign will be launched Aug. 27th with newspapers across the country carrying ads promoting "Martin Kane" and "Treasury Men in Action," both of which will be seen on NBC-TV that night.

The radio ad campaign will begin the first week in September, with "Dragnet" the first program scheduled. This marks the fourth year NBC has conducted a cooperative ad campaign for radio. Television is being included into the plan this year for the first time.

"Cooperative newspaper advertising was conceived by NBC as an integral part of the Fall-Winter promotion campaigns to assist radio and television affiliates in buying audience promotion tune-in ads for each sponsored network program," Evans explained.

(more)

Page 11

more than for the ABC affiliated stations to participate in cooperative advertising for their own stations.

More than 75 percent of the network's affiliated stations have already agreed to participate in radio and television advertising cooperative advertising campaigns for the Fall-Winter season. The first such campaign will be launched in August, 1945, under the name "ABC's Summer of the Year" and will include a series of radio and television spots.

Of the network's 100 affiliated stations, more than 75 percent have agreed to take part in the advertising campaign. The network's first radio and television spots will be launched in August, 1945, under the name "ABC's Summer of the Year" and will include a series of radio and television spots.

The radio and television spots will be launched in August, 1945, under the name "ABC's Summer of the Year" and will include a series of radio and television spots. The network's first radio and television spots will be launched in August, 1945, under the name "ABC's Summer of the Year" and will include a series of radio and television spots.

2 - Ad Campaign

Under the cooperative advertising arrangement, NBC and each affiliate participating in the campaign share space costs of the ads on a 50-50 basis. Dramatic, individual ads of 60 lines each have been scheduled for every sponsored program seen and heard on NBC-TV and radio.

"Network sharing of station space costs will broaden the scope and increase the effectiveness of newspaper advertising in the approaching radio and television campaigns," Evans pointed out, adding that "co-op lineage guarantees individual program ads in station markets and makes possible consistent and frequent schedules running simultaneously across the country."

"As far as is known, NBC is the only network offering its stations this kind of dollars and cents advertising support," he said.

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NBC-New York, 8/11/53

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NBC FILM DIVISION ANNOUNCES NEW SALES
OF LEADING SYNDICATED TV SERIES

"Douglas Fairbanks Presents" was sold this week in six additional markets, John B. Cron, national sales manager of the NBC Film Division announced today, bringing the total markets in which it has been sold to 89. The new markets are WVEC-TV in Norfolk-Hampton, Va., KANG-TV in Waco-Temple, Texas, and to the Walter J. Klein Agency for Columbia, S.C.; Charleston, S.C., Greenville, S.C., Asheville, N.C., Greenville, N.C., and WRAY-TV in Princeton, Ind.

Other new sales this week were "Victory at Sea" to KTAG-TV in Lake Charles, La., WFPA in Pensacola, Fla., KLZ-TV in Denver, and WRAY-TV in Princeton, Ind.; "The Visitor" to WVEC-TV, Norfolk-Hampton, Va., KANG-TV in Waco-Temple, Tex., and the Ted Levy Agency for Denver; "Dangerous Assignment" to KANG-TV in Waco-Temple, Tex.; KTAG in Lake Charles, La.; WFPA in Pensacola, Fla.; WCAN-TV in Milwaukee, Wisc., and WRAY-TV in Princeton, Ind.

"Captured," formerly entitled "Gangbusters," was sold this week to WVEC-TV in Norfolk-Hampton, Va.; KTAG-TV in Lake Charles, La., WFPA in Pensacola, Fla.; KLZ-TV in Denver, Colo., KCSJ-TV in Pueblo, Colo., KRDO-TV in Colorado Springs, Colo.; WWJ-TV in Detroit, Mich., and KGBS-TV in Harlingen, Tex. "Badge 714" ("Dragnet" episodes formerly titled "The Cop"), was sold to KTAG-TV in Lake Charles, WFPA in Pensacola, KGNC-TV in Amarillo, Tex., KERO-TV in Bakersfield, Calif, and to Foote, Cone & Belding for Hoffman Radio in Salinas-Monterey, Calif.

(more)

NOTES ON THE HISTORY OF THE
TELEVISION INDUSTRY IN AMERICA

"General Television System" was sold for \$100,000 in 1928.

William S. Paley, John A. Crain, National Broadcasting Company, Inc. (NBC) in 1926. The first broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City.

Other new stations were "WJZ-TV" in Newark, N.J., and "WABC-TV" in New York City. The first regular broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City.

"WABC-TV" in New York City, and "WJZ-TV" in Newark, N.J. The first regular broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City. The first regular broadcast was on November 14, 1926, from New York City.

2 - New Film Division Sales

The one-hour "Hopalong Cassidy" was sold to KANG-TV in Waco-Temple, KTAG-TV in Lake Charles, WFPA in Pensacola, and WRAY-TV in Princeton, Ind. "Daily News" was sold to KRON-TV in San Francisco; "Watch the World" to KING-TV in Seattle, Wash.; "Life of Riley" to WOSH-TV in Oshkosh, Wisc., and KSTP-TV in St. Paul, Minn.; "Weekly News Report" to WVEC-TV in Norfolk-Hampton, KDYL-TV in Salt Lake City, WRAY-TV in Princeton, Ind., and the H. Richard Sellers Agency for Portland, Ore.

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NBC-New York, 8/11/53

NBC FILM DIVISION

'BADGE 714' IS NEW TITLE OF SYNDICATED EPISODES
OF 'DRAGNET' SERIES; PREVIOUS TITLE WAS 'THE COP'

The title "The Cop," under which NBC's top-rated network television series "Dragnet" is currently being syndicated by the NBC Film Division for a Fall start, has been changed to BADGE 714.

In explaining the change in title, Robert W. Sarnoff, vice president in charge of the Film Division, said: "Certain law enforcement agencies have expressed general concern over the publicized use of the word 'cop' in referring to law enforcement officers. They feel that the word is lacking in dignity and in effect is derogatory.

"Although the series has already been sold as 'The Cop' in more than 26 major markets in the space of a few weeks, the NBC Film Division has agreed to the request for the change in title in deference to this expressed belief that the title 'The Cop' might adversely affect the service which the 'Dragnet' series has performed on the network in bringing to public attention the vital role of the police officer in the community and his position of respect.

'Badge 714' is the number of the shield worn by the leading character, Sgt. Joe Friday, played by Jack Webb in the series."

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NBC-New York, 8/11/53

NBC

OK

TRADE NEWS

August 11, 1953

FORD FOUNDATION'S TV WORKSHOP SERIES FOR CHILDREN (8 TO 16)
WILL START ON NBC SUNDAY, SEPT. 13, WITH NOVEL FEATURES

- - -

Series (Under Working Title of 'Excursion') Will Touch on Many
Entertainment and Cultural Fields for Program Material

The half-hour program under the working title of EXCURSION being prepared for young people by the Ford Foundation's TV-Radio Workshop, will make its debut on Sunday, Sept. 13, at 3:30 p.m., (EDT) over the full NBC television network. It will be available to two advertisers.

This program, intended primarily for children from 8 to 16 years of age, will try to give its audience a provocative look at its past, present and future by employing the talents of many acknowledged experts in various fields within a framework of entertainment. Sports science, theatre, career-building, literature and history are some of the fields the program plans to present to its viewers. //

For example, to dramatize the spirit of competition which is operative in courtship as well as in tennis or in looking for a job, "Excursion" will invite three of the world's fastest runners to attempt - on actual program time - to run a mile in four minutes, the so-called "dream mile," and Burgess Meredith, the program's master of

(more)

August 11, 1943

THE FOUNDATION'S TV NETWORK SERIES FOR CHILDREN (6 TO 12)
WILL START ON MONDAY, SEP. 13, WITH "THE WIZARD OF OZ"

Series (under working title of "The Wizard of Oz") will begin on Sept.
entertainment and cultural values for children.

The half-hour program under the working title of "The Wizard of Oz"

and prepared for young people by the Ford Foundation's TV Series

network, will make its debut on Monday, Sept. 13, at 7:30 a.m. (EST)

on the full NBC television network. It will be available to two

advertisers.

This program, intended primarily for children from 6 to 12

years of age, will try to give the audience a provocative look at the

past, present and future by analyzing the values of many civilizations

shown in various fields within a framework of interpretation, history

science, literary, career-building, literature and history and some of

the values the program plans to present to its viewers.

For example, to dramatize the spirit of competition which is

essential in our society as well as in nature or in looking for a job,

"The Wizard of Oz" will invite those of the world's greatest writers to do

so - on several program times - to win a prize in four divisions, the

so-called "Great Prize," and "The Wizard of Oz" will present a series of

2 - 'Excursion'

ceremonies, will join with a famous comedian to present a dramatization of scenes from Mark Twain's "Adventures of Huckleberry Finn." Original stories by John Steinbeck and other top authors will be a regular feature of the program.

Two musical comedies especially commissioned for "Excursion" are being prepared -- one by the team of Alan J. Lerner and Arthur Schwartz, the second by Alec Wilder. Leading statesmen will appear in a series of features on our form of government. There will also be an extended survey of life on our planet, beginning with its origin and carrying it to the atomic age - the present era in which our children are to mature.

To resolve the question of "does a 'curve-ball' really curve?" - the series will present Sal Maglie who will demonstrate that debated tendency of the pitched ball. Viewers of "Excursion" will have an opportunity to visit with the noted author, Louis Bromfield, who will discuss farming as a career. They will also witness dramatizations of our Revolutionary and pre-Revolutionary history. A newsreel especially edited for children will be a feature of the program. The relationship between parent and child will be demonstrated from time to time via the drawings of Charles Addams.

"Excursion" will be produced by Jerry Stagg under the supervision of Robert Saudek, director of the TV-Radio Workshop. Dan Petrie, who directed several prominent series, has been named director of the program.

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DRESSER NAMED TV NATIONAL SPOT SALES MANAGER
FOR NBC'S CENTRAL DIVISION

Charles V. Dresser, NBC Central Division national television spot sales manager, has been promoted to the newly created position of director of sales for Stations WNBQ and WMAQ, Chicago. Harry C. Kopf, NBC vice president and general manager of the stations, has announced.

Dresser, whose appointment is effective Aug. 15, will report directly to Kopf and will have overall supervision of the sales activities of the NBC Chicago television and radio stations. His successor as manager of the Chicago TV Spot Sales Department will be announced later.

John McPartlin, WNBQ sales manager, and Rudi Neubauer, WMAQ sales manager, will report to Dresser.

The new director of sales came to Chicago in March, 1953, to head up the Central Division TV spot sales operation after several years as an account executive in NBC-TV national spot sales in New York.

Prior to joining NBC, Dresser was an account executive with Dowd, Redfield and Johnstone, Inc., and was a radio and TV sales representative with Free and Peters for four years. He served in the U.S. Army during World War II.

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SUMMER THEATRES UTILIZING MEMBERS OF NBC DRAMATIC WORKSHOP;
SOME TALENTED EMPLOYEES SWITCH OVER TO PROGRAM CAREERS

The NBC Dramatic Workshop, recently reactivated after a lapse, already has proved its value to several NBC employes with professional acting aspirations. Several of them are on leave of absence for appearances at Summer theaters. Thus while having the security of a regular job to return to, fledgling actors may test their talents and, if they cannot make a go of acting, still have an opportunity to make their careers in some other capacities at NBC.

Marvin Goldstein and Philip Kalfus then of the guest relations staff, organized the group as an experimental organization to develop potential creative personnel in every phase of radio, video and theater work. Goldstein now has been promoted to a position in the production department and Kalfus has become a freelance writer and has sold a script to "The Armstrong Circle Theater."

Officers of the group are Anne Lawder, president; Jacqueline Bloch, secretary, and Hal Goldberg, member-at-large. They hold office for three months, then others are elected. They meet twice weekly, one session for business, the other for play-reading.

The first two productions comprised three one-act plays, "Hallo Out There" by Saroyan, "The Fascinating Family" by Shaw and

(more)

2 - Drama Group

"Another Way Out" by Lawrence Langner. Producer Hudson Faussett attended a performance, then addressed the group the following week.

The officers serve as a committee for selection of the next production. They plan another evening of three-one act plays and later, a musical with original material.

Members of the club who have gotten Summer jobs as a result of their activities in the plays already produced by the group include Miss Lawder, who is acting in the Oregon Shakespearian Festival in Medford, Ore; Ethel Koreman, who is acting at the Barter Theater in Abingdon, Va.; Peter Mitchell and Joan Bartlett, both of whom are acting at the Misswa (Minn.) Summer Theater. Robert Williams and Rosamond Fowler, both readers in the script division, have collaborated in writing a script for "Life in New York." David Hendry, a former guide on the Guest Relations staff, and an aspiring singer has been given a job position in the music library.

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NBC-New York, 8/11/53



TRADE NEWS

OK

August 12, 1953

ZAER PROMOTED TO CONTROLLER FOR NBC RADIO NETWORK DIVISION;

MARION STEPHENSON IS ASSISTANT TO DIVISIONAL CONTROLLER

Theodore Zaer, controller for WNBC and WNBT, NBC's flagship stations in New York, has been appointed divisional controller of the company's Radio Network Division. Joseph V. Heffernan, NBC's financial vice president, announced today.

At the same time Heffernan announced that Miss Marion Stephenson, chief budget assistant in the NBC Controllers Department, has been appointed assistant to the divisional controller for the Radio Network Division. //

Zaer brings to his new post many years experience in various phases of the financial operation of the company, which he first joined in 1930. He began his career as a page, later working in the traffic and program departments and in 1933 became a member of the financial department.

He has served with NBC all these years except for a period during 1942 and 1943 when he helped set up the financial organization of the Blue Network (now ABC) when it separated from NBC to become an individually owned-and-operated network. Zaer returned to NBC in

(more)

AMOUNT OF \$100
DATE 1/1/1912

THIS PROMISSORY TO CONSTITUTE FOR THE FIRST NATIONAL BANK
OF NEW YORK, NEW YORK, IN THE SUM OF ONE HUNDRED DOLLARS
TO THE ORDER OF THE FIRST NATIONAL BANK OF NEW YORK, NEW YORK.

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APPOINTED AS THE AGENT FOR THE FIRST NATIONAL BANK OF NEW YORK,
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FIRST NATIONAL BANK OF NEW YORK, NEW YORK.

September, 1943 as a special accountant in the Controller's Department. He was appointed controller of WNBC and WNET in January, 1951.

Zaer holds a B.C.S. degree from the New York University School of Commerce. A native New Yorker, he currently lives with his wife and three children in Parkchester, N.Y.

Miss Stephenson has been with NBC nine years. She was employed in the Controller's Department of Esso Standard Oil Company before joining NBC as budget manager in the network's advertising and promotion department. In 1950, she moved into the radio controller's department where she later was promoted to budget supervisor for the radio network. She was appointed chief budget assistant in the NBC Controller's Department in August, 1952.

She holds a B.A. degree from Antioch College and a Masters Degree from the New York University Graduate School of Business.

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NBC-New York, 8/12/53

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YODER PROMOTED TO GENERAL MANAGER OF NBC CLEVELAND STATIONS;
GREAVES NAMED GENERAL MANAGER OF KNBC, SAN FRANCISCO

Lloyd E. Yoder, general manager of KNBC, San Francisco, has been promoted to the post of general manager of WTAM, WTAM-FM and WNBK, Cleveland, and George Greaves, assistant general manager of KNBC has been promoted to general manager of the NBC San Francisco radio station. //

Announcement of the appointments was made ~~in New York today~~ by Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Division.

With his new duties, Yoder takes on the added responsibility of managing an NBC television station as well as a radio station. Yoder replaces Hamilton Shea who recently was promoted to general manager of WNBC, WNBC-FM and WNBT, New York.

Yoder and Greaves are both career men with NBC. Each joined the company more than 25 years ago.

Yoder joined NBC in 1927 as manager of the Western Division Press Department. In 1937 he was appointed general manager of KNBC (then KPO and KGO). In 1939, he was transferred to Denver as general manager of KOA, then an NBC Owned and Operated Station. Yoder returned to KNBC as general manager in 1951. During World War II, he served in the U.S. Navy with the rank of lieutenant commander.

Yoder is prominent in San Francisco civic affairs and is vice president and a member of the board of directors of the California Station Broadcasters' Association.

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2 - Yoder and Greaves

He was born in Salem, Ohio, in 1903. He attended Mount Union College and was graduated from the Carnegie Institute of Technology in 1927, where he was captain of the 1926 football team. He was the college's first All-American. He also attended the San Francisco Law School.

Greaves joined the engineering department of KNBC on May 7, 1928. In February, 1942, he was made chief engineer of the station, and on Aug. 1, 1945, assistant general manager.

Greaves is active in San Francisco community affairs. He is a member of the Bohemian Club, the Press and Union League Club, the Toastmasters' International, and the San Carlos-Belmont Club.

The appointments of Yoder and Greaves are effective immediately.

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NBC-New York, 8/12/53

He was born in Salem, Ohio, in 1901. He graduated from

Western Reserve University and was admitted to the Graduate Institute of
Technology in 1921 where he was awarded a Ph.D. in 1924. He was
the first American to receive a Ph.D. from the University of

Cambridge, England.

He was named the Engineering Council of Great Britain
in 1925. In 1926, he was made a member of the Council of the

British Association for the Advancement of Science.

He was elected to the Royal Society in 1927. He was
a member of the American Academy of Arts and Sciences, the
National Academy of Sciences, and the Royal Society of London.
He was also a member of the American Philosophical Society,
the American Mathematical Society, and the American Physical Society.

AMERICAN

SECRET



TRADE NEWS

August 13, 1953

EIGHT YEARS OF NBC NEWS FILM OPERATIONS POINT UP SCOOPS
AND PUBLIC SERVICE IN EXPERT HANDLING OF ASSIGNMENTS

- - -

Aug. 23 Anniversary Program, 'Assignment: Tomorrow' Will
Reflect Topflight Achievements of World-Wide Staff

Well over 200 reporter-cameramen, scattered throughout the world in key news spots, using jet planes, camel back, fast motor boats, helicopters, even barefoot native runners, and other fantastic means of transportation, are at work 24 hours a day gathering spot news on film for the millions of viewers who watch NBC-TV News Film.

These cameramen cover their news beats, whether the location be in French Equatorial Africa or some Bavarian Alpine retreat, with the same devotion to duty-and-deadline that characterizes newspaper reporters who use the printed word as their principal medium. Their job is to get the story -- and they get it, though very often at risk of life and limb.

It is this quality, backed by that best of all teachers, experience, which has given NBC News Film for TV its standing of

(more)

1921-22, 23, 24

preeminence in the field. It is also the ingredient which has made practitioners of the trade -- a fairly new one in modern journalism -- fanatic believers in the importance of their mission.

Many of these reporter-cameramen have been plying their craft ever since August, 1945, when NBC-TV News Film got started -- as pioneer in the field of instantaneous journalism.

Organized as "Tele Newsreel" on Aug. 5, 1945, and renamed the "NBC Television Newsreel" on Sept. 2, 1945, the NBC News Film organization has designated Sunday, Aug. 23, as its official birthday and will mark the occasion with a one-hour documentary program reviewing the eight years of news since the end of World War II -- as covered by NBC News Film.

The program entitled ASSIGNMENT: TOMORROW, will be broadcast over NBC television on Sunday, Aug. 23 (7-8 p.m., EDT) and the sequence will be devoted to scenes of NBC News Film cameramen, editors, technicians and officials at work.

For "Assignment: Tomorrow," NBC's Jim Fleming devised a new reporting technique for television. Compiler and narrator of the documentary albums, "Mr. President" and "Adlai Stevenson Speaks," Fleming has arranged for a number of famous persons who made news during the past historic eight years, to narrate the events in which they played a vital part.

Voices will be heard which have long been familiar to TV audiences: Harry Truman; Lucius Clay; Trygve Lie; Adlai Stevenson; Dwight Eisenhower; Chiang Kai Shek, and many others.

In some cases special recordings have been made for "Assignment: Tomorrow," in others, speeches now recorded on tape will be used in part.

(more)

3 - News Film

The eight-year lead over other networks in establishing a corps of cameramen-reporters all over the world, is reflected in the quality of NBC news-on-film.

A hint as to the future of TV news coverage was given in June when NBC telecast still photographs of Coronation activities within three to five minutes after they took place. It is not now uncommon to process and edit film, as was done in the Coronation coverage, inside the very aircraft which transports NBC-TV film to New York, drastically cutting down on production time. In addition, NBC has a 16-mm device for developing film within 10 minutes after being shot.

More than 100 cameramen daily send a steady stream of footage -- to the tune of 50,000 feet or more every week -- back to the NBC-TV Film Library. Over 15,000,000 feet of film are stored in 22 vaults, the reels being classified into 2,200 main subjects and sub-classified into no less than 14,750 individual topics.

A visit during the past few months at various NBC news bureaus at home and abroad impressed William R. McAndrew, manager of NBC News and Special Events, with the completeness of the network's coverage. McAndrew was to return on Monday, Aug. 17, from abroad.

"It is no wonder," he says, "that year in and year out, story by story, NBC News Films are first and foremost. They have the fastest coverage, are by far the most thorough, have the greatest 'depth,' and easily outstrip any other network's coverage."

A team of more than 200 newsmen, reporters, foreign correspondents, analysts, cover the World for NBC. In addition, the network has supplementary arrangements with the BBC, Pathe Journal in France,

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The first-year class over 1000 students is expected to be the largest in the history of the college. The college is expected to be the largest in the history of the college.

A list of the names of the new students will be given in the next issue of the college newspaper. The college is expected to be the largest in the history of the college. The college is expected to be the largest in the history of the college.

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Kinocentralen in Scandinavian countries, Cine Journal Suisse, Polygon in Holland, Belgavox in Belgium and RAI, the Italian TV and radio net. The domestic coverage of 115 cameramen includes staff men in New York, Washington, Cleveland, Chicago, Los Angeles, San Francisco and Dallas. In addition, there are free-lance correspondents and specially-assigned representatives.

The fruits of their combined work are apparent in the enormous popularity of regularly-scheduled programs such as "Camel News Caravan"; "Today," "NBC Daily News Report," "Weekly NBC News Review," plus various special shows, all of which reflect the lead NBC has won in the news film field. "Camel News Caravan," for example, is seen and heard on 66 stations by an estimated 12,200,000 persons. Frank Blair and Dave Garroway on the early morning "Today" program, seen on 45 stations, reaches at least 5,000,000 people daily.

How these enterprising and courageous reporters go after their story and then get it back to its final destination, is a saga in enterprise and resourcefulness.

Recently, the film coverage of a mountain-climbing expedition in Pakistan almost was lost when native runners bearing their precious cargo to the nearest airport slipped on a rope bridge and dropped several reels into the rushing stream below. Fortunately, there were no human casualties.

During the floods in Louisiana last May, NBC cameraman Maurice Levy stuck to his post so long that he had to be rescued by helicopter. His news film of the disaster has taken its place as a classic in journalism.

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In 1949, Senator Tom Connolly announced at 7 p.m., (Eastern Time) one evening that the first appropriation for Western Europe, had just been passed to implement the North Atlantic Treaty. Brad Kress of the Washington staff shot the statement and handed the film to NBC's motorcycle courier in Washington, Jim Curtis. Jim ran for his motorcycle and headed for the lab, three miles away. The film was processed and handed to Jim again. This time he took it to the studios, five miles from the lab. The film was on "Camel News Caravan" that same night -- 50 minutes after it had been shot. Such feats, seemingly incredible at the time, have become standard practice at NBC.

Perhaps the greatest job ever done in television was the coverage given the political party conventions last June when NBC was on the air, radio and TV, with 250 hours, 31 minutes of reporting. Twenty-nine TV cameras, strategically spotted 13 different points in Chicago and Washington, were available to NBC to report the nomination of Adlai Stevenson. NBC used for the first time its super-mobile unit -- "a TV studio on wheels" -- plus a host of other devices such as the now famous "walkie-lookie" camera for close-up views of the delegates on the convention floor during the balloting, and a cash-register tallying device for instantaneous reporting of the vote.

One of the most spectacular examples of story-book journalism which helped to make NBC first in the field occurred in the Chicago office of NBC last Spring. Bill Birch, chief of the Chicago bureau, had covered two train wrecks and a fire, and both he and his photographers were weary.

Word reached the bureau at 5 a.m. that Fred McManus, the young Marine who killed five persons, had confessed in a Dubuque, Iowa,

(more)

jail. With sound man John Dial and reporter Jack Angell, he was in the NBC plane, bucking bad weather, enroute to Dubuque.

Arriving some time during the morning, they got to the prison and through iron bars, obtained an exclusive interview with the murderer. By two o'clock that same afternoon, they were back in Chicago, but in landing, they knocked a flap from their plane, almost losing their lives in the process. At 7:47 p.m., (Eastern Time) their film was on "Camel News Caravan," and by 8:05 p.m., when the congratulatory telephone calls and wires began to pour in from all over the U.S., the boys knew that they had scored a world beat.

The Central News Room in New York is staffed with seasoned and skillful editors who have spent many years in the business of dealing with news, supplemented with rich experience in the radio industry.

Sy Aonet, born in Kingston, N.Y. in 1909, was the first NBC-TV news cameraman, having joined the staff when he was discharged from the Army Signal Corps in 1945.

Heading the young and resourceful staff in the Public Affairs Department of the network are Davidson Taylor and Bill McAndrew, both old timers in the trade, both gifted with boldness and imagination in handling public affairs, special events and TV news.

Taylor, known as "Dave" to his staff, has had 24 years of top-level experience in radio and television as production executive. He feels strongly that the system of TV news coverage as perfected by NBC represents an important contribution in the field of public service. It has helped bring understanding of the great complex issues of our time to great masses of the people.

(more)

7 - News Film

William R. McAndrew, who directs the combined radio-TV news operations, brought to his present post with NBC many years of experience as a newspaper man, and has been with the network since 1936.

There is Joe Meyers, lean newsman with a Phi Beta Kappa key and split-second judgment, managing NBC's Central News Desk. There is Bill Garden, recently released from the army as a major to return to the NBC Newsroom as manager of special projects.

Len Allen, TV assignment editor is a seasoned newsman who, working from studios, directs the diversified operations of cameramen-reporters in the far-flung corners of the globe where NBC-TV news functions.

It is up to Len to keep this staff working on a smooth keel, seeing to it that the right emphasis is placed upon the right story, building background footage for possible use in emergency news coverage, satisfying the insatiable demand for more and still more TV feature material and documentaries.

There are many others in posts of no less responsibility who produce, arrange and direct the various news shows which are seen and heard by millions on NBC radio and TV, and which make fullest possible use of TV film coming in from all over the world: Chet Hagan, producer-director of "News of the World"; Frank McCall, Ralph Peterson, and Reuven Frank, of "Camel News Caravan"; Jack Gerber and John Wingate, "Esso Reporter"; and Buck Prince, Jerry Green, Paul Cunningham and Joe Michaels, newsmen responsible for news context on "Today," NBC's popular morning presentation, and Jim Fleming and Art Holch, who are busy preparing "Assignment: Tomorrow."

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William F. McGowan, who directs the combined radio-TV news

operation, brought to his present post with NBC many years of

experience as a newspaper man, and has been with the network since

1936.

There is Joe Meyer, news chairman with a 24-hour news desk

and split-second judgment, directing NBC's national news desk. There is

Bill Gurnea, recently returned from the army as a major, to whom is

assigned the important job of special projects.

Sam Allen, TV news editor, is a seasoned newsman who

working from behind the scenes directs the complicated operations of the network.

There is the 12-13 news anchor of the NBC radio-TV news

operation,

It is up to him to keep this staff working on a smooth level.

Working so that the right emphasis is placed upon the right story.

During the past few years the network has in emergency news coverage

activated the 12-13 news anchor and still more TV talent.

Special and emergency.

There are many others in posts of no less responsibility who

produce, edit and direct the various news shows which are seen and

heard by millions on NBC radio and TV, and which make it possible

to get TV news in time all over the world. One of them

is "News of the World," which is broadcast by NBC radio and TV.

Another is "NBC News," which is broadcast by NBC radio and TV.

There is also "NBC News," which is broadcast by NBC radio and TV.

There is also "NBC News," which is broadcast by NBC radio and TV.

There is also "NBC News," which is broadcast by NBC radio and TV.

There is also "NBC News," which is broadcast by NBC radio and TV.

A great many other able people collaborate in the preparation of news for NBC radio and TV programs -- the commentators and analysts among the finest in the business; the film men themselves and the many correspondents at their overseas posts; the technicians, the operators, the secretaries and stenographers -- too many to mention.

All take part in the great and unprecedented job of instantaneous journalism.

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NBC-New York, 8/13/53

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August 13, 1953

SHOW BIZ EXPERTS AND STUDIO AUDIENCE PANEL VIE
AS CRITICS ON FRED ALLEN SHOW'S PREMIERE

- - -

'Judge for Yourself' Makes Debut Tuesday, Aug. 18

PREMIERE

Fred Allen will present a varied array of talent, and a panel of three showbusiness experts who will compete against a panel of three average persons selected from among the studio audience to rate the talent's performances on the premiere presentation of the new NBC-TV JUDGE FOR YOURSELF program Tuesday, Aug. 18 (10 p.m., EDT).

The first panel of experts will consist of George Rosen, radio-TV editor of the "showbusiness bible," Variety, Cheryl Crawford, producer of such Broadway hits as "Brigadoon," "Regina" and "Paint Your Wagon," and Julie Styne, producer-composer connected with many Broadway musicals including "Gentlemen Prefer Blondes," "High Button Shoes" and "Pal Joey."

Talent for the first show will include Broadway musical vocalist Hope Zee, who has appeared in "Guys and Dolls" and "Top Banana," The Polka Dots, recording duo who invented the electronic

(more)

harmonica which they have played in theatres across the country and on numerous radio and television shows, and Gina and Gerardo, international dance team which has performed in the leading clubs of this country, Canada and London.

The format of "Judge For Yourself" will give Allen time to conduct interviews with the members of the amateur panel and will also offer the average person a chance to express his views as a critic.

The talent presented will not compete against each other but will be used for their entertainment value and for the medium to be judged by the two panels. The professional panel, against which the studio contestants will compete in rating the talent, will be composed of persons connected with showbusiness and who are expert in judging talent.

A cash prize of \$1,000 will be awarded to the amateur panelist who rates the performances in the same 1-2-3 order as the professional talent. The prize will be divided if more than one amateur agrees with the experts.

"Judge For Yourself" will be sponsored by P. Lorillard Co. for Old Gold cigarettes. The agency is Lennen and Newell, Inc. The series will originate at NBC's studios in New York and will be produced by Mark Goodson and Bill Todman. Jerry Schnur will direct and Arnold Peyser will be associate producer with music by Milton DeLugg.

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NBC-New York, 8/13/53

NBC-TV CREDITS

CREDITS FOR 'JUDGE FOR YOURSELF' ON NBC-TV

PROGRAM: JUDGE FOR YOURSELF

STARTING DATE: Aug. 18, 1953

TIME: NBC-TV, Tuesday, 10 p.m., EDT

FORMAT: A panel of three persons connected with showbusiness competes against a panel of three members selected from among the studio audience in rating the talent of three professional acts. \$1,000 cash is awarded to the amateur panelist who rates the performances in the same 1-2-3 order as the professional panel. The prize is divided if more than one amateur agrees with the experts. Between the acts, Fred Allen interviews the three average people who feel they are qualified to judge talent.

STAR: : Fred Allen

PROFESSIONAL PANEL: Will change every week. Guests on Aug. 18 premiere show will be George Rosen, radio and TV editor of Variety; Cheryl Crawford, Broadway producer, and Julie Styne, producer-composer.

TALENT: Best available acts will be presented each week. Premiere show guests are Broadway musical vocalist Hope Zee; The Polka Dots, electronic harmonica duo, and Gina and Gerardo, dance team.

PRODUCER: Mark Goodson and Bill Todman

ASSOCIATE PRODUCER: Arnold Peyser

DIRECTOR: Jerry Schnur

MUSIC DIRECTOR: Milton DeLugg

SPONSOR: P. Lorillard Co., for Old Gold cigarettes.

AGENCY: Lennen and Newell, Inc.

ORIGINATION: New York.

NBC

"today"



TELECHRON DEPARTMENT OF GENERAL ELECTRIC SIGNS FOR 7-WEEK CAMPAIGN OF NBC 'TODAY'

Telechron Department of General Electric has signed for a seven-week advertising campaign on NBC-TV's TODAY program to be supplemented by an extensive merchandising and promotion drive to sell its Telechron electric clocks.

Beginning Nov. 3, the firm will sponsor announcements three days a week on the early-morning news and features program starring Dave Garroway. This will mark Telechron's first purchase into a network TV show.

Announcements of the "Today" campaign were made by the firm in a telephone conference with members of its field organization, in which Garroway participated, and by letters from Garroway to field men and distributors in all areas covered by the program.

The latest issue of the firm's house organ, Telechron Times, carries a two-page insert on the forthcoming "Today" campaign telling the full story to distributors' salesmen. A selling piece on dealer merchandising was also included in the mailing.

This will be followed up the last week in October by a direct mailing to 100,000 dealers with a kit containing a colorful

(more)

2 - 'Today'

die cut counter card to hold the Dorm model Telechron electric alarm clock and featuring Garroway's picture. A poster advertising the NBC-TV series and Dorm model clock will also be included together with an information sheet reminding dealers of the "Today" show and urging them to tie-in by displaying the Dorm clock and all 12 gift clocks to be advertised on the program.

Field merchandising men from NBC will work with the Telechron district managers in all of the 45 TV markets covered by the program.

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NBC-New York, 8/13/53

GORDON JOINS NBC OWNED-AND-OPERATED STATIONS DIVISION

Nicholas Gordon has joined NBC's Owned and Operated Stations Division as a rate and price analyst in the controller's department of the division. //

Gordon comes to NBC from the Keystone Broadcasting System where he was Director of Research and Sales Planning. Previously, he was Senior Radio and TV Analyst for the William H. Weintraub Agency in New York, and was a consultant for research and sales planning for the Liberty Broadcasting System. Before joining the Weintraub Agency, Gordon was assistant to the production manager of Advertising Age.

Gordon graduated from the University of Chicago in the class of 1946. He is married, has a daughter, Catherine, age 22 months, and lives in Riverdale, N.Y.,

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NBC-New York, 8/13/53

GORDON JOINED THE UNITED STATES MARSHALS SERVICE

Nicholas Gordon has joined the New York and Connecticut

Sections Division as a vice and sales analyst in the

control's department of the division.

Gordon comes to NYC from the National Broadcasting

System where he was Director of Research and Sales Planning.

Previously, he was Senior Vice and TV Analyst for the

William H. Weinstock Agency in New York, and was a consultant

for research and sales planning for the American Broadcasting

System. Before joining the marketing agency, Gordon was

assistant to the production manager of Advertising Inc.

Gordon graduated from the University of Chicago in the

class of 1945. He is married, has a daughter, Catherine,

age 22 months, and lives in Riverdale, N.Y.

WFO-NEW YORK, 6/13/53

NBC

TRADE NEWS

August 14, 1953

18 MILLION DOLLARS OF NEW AND RENEWAL BUSINESS PLACED WITH NBC RADIO NETWORK IN LAST 60 DAYS

A total of 18 million dollars in new and renewal business in the last 60 days was reported today by William H. Fineshriber, Jr., vice president in charge of the NBC Radio Network. This is the first business report of the network since its recent separation from TV.

Two million dollars of this total has been realized in new orders within the past two weeks, or since the new radio operation was set up under Fineshriber with Ted Cott as operating vice president.

"This 18 million dollars' worth of business," Mr. Fineshriber said, "is strong evidence of the advertisers' confidence in the radio network as an advertising medium. It is also indicative of a trend on the part of clients to look toward NBC for a better return on their dollar investment."

"We have and will continue to develop new merchandising and promotion concepts to assist and insure the clients' maximum audience. We plan to re-program the network and to get away from tradition-bound formulas. Radio will be used for what it can rightfully do -- reach the greatest mass audience in the country today where it provides a service to the client at a rate that cannot be matched by any other form of advertising."

(more)

2 - NBC Radio Network Sales

In new business, 52 week contracts were signed by the International Harvester Company through Young & Rubicam and the American Dairy Association, Inc., through Campbell-Mithun. The Florida Citrus Commission contracted for 26 weeks through the J. Walter Thompson Company, and the Coleman Company, first NBC Radio Fall Tandem plan client, signed through N.W. Ayer.

In renewal business during the 60-day period, the Procter & Gamble Company stood at the top of the list with renewals for six programs, each running 52 weeks. The agencies were the Biow Company Inc., Benton & Bowles Inc., Compton Advertising, Inc., Dancer-Fitzgerald-Sample, Inc., and Young and Rubicam.

Other 52 week renewals came from the Firestone Tire & Rubber Company through Sweeney & James Company; Skelly Oil Company through Henri, Hurst & McDonald, Inc.; Allis Chalmers Manufacturing Company through Bert S. Gittins Advertising; De Soto Motor Corporation through Batten, Barton, Durstine & Osborne; Sterling Drug, Inc., through Dancer-Fitzgerald-Sample; Radio Corporation of America through the J. Walter Thompson Company; and the Serutan Company through Brown Brothers Advertising. The Association of American Railroads renewed for 52 weeks through Benton & Bowles.

Thirty-nine week contracts were signed by American Cigarette & Cigar Company through Sullivan, Stauffer, Colwell & Bayles; General Foods through Benton & Bowles and Kraft Foods Company through Needham, Louis & Brorby, Inc.

Liggett & Myers Tobacco Company renewed for 44 weeks through Cunningham & Walsh while the R.J. Reynolds Tobacco Co. renewed "Grand Ole Opry" for 52 weeks and "Walk a Mile" for 39 weeks, both through the William Esty Company.

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NBC-New York, 8/14/53

August 14, 1953

'ETHEL AND ALBERT,' POPULAR TV DOMESTIC COMEDY
RETURNS TO NBC AFTER 8-WEEK SUMMER HIATUS
- - -
Series Resumes Saturday Nights Starting Aug. 29

ETHEL AND ALBERT, domestic comedy series, returns to the NBC-TV network Saturday, Aug. 29 (7:30-8:00 p.m., EDT) after a Summer hiatus of eight weeks.

The series, under sponsorship of the Sunbeam Corporation, will originate in New York.

One of last season's latest starters, premiering on April 25, the series with Peg Lynch and Alan Bunce in the title roles, became one of TV's instantaneous successes.

The situation comedy of a typical American couple had kindled a warm spot in the hearts of families all over the U.S. since its debut as a radio series in 1944. Its transition to television found an even warmer reception.

The favorable reaction on the part of televiewers was shared by critics who made known their feelings in terms that were little short of rhapsodic.

(more)

2 - 'Ethel and Albert'

One reviewer wrote that after seeing Ethel and her bumbling spouse through one of their new series, he'd let other TV couples "go jump."

Another added his voice to the chorus with: "Of all TV situation comedies one is amusing by virtue of its realism -- 'Ethel and Albert'."

The key to the comedy's appeal was spotlighted in another review that said: "the charm of Ethel and Albert lies in the fact that Peg Lynch and Alan Bunce resemble the neighbors next door and their minor contretemps are straight out of the pages of everyday life."

As in the beginning, the program, now in its ninth year as a network show, is still the creation of Peg Lynch, who not only writes it but also plays Ethel.

Peg nurtured "Ethel and Albert" from a three-minute skit created on her first job at radio station KATE in Albert Lea, Minn., into the popular half-hour TV program that is available across the nation. She has always kept it believable, basing her plots on simple, humorous domestic situations.

The first Albert in New York was Richard Widmark. He held the job for six months before the movies got him. Then Alan Bunce took over. He has been playing it ever since.

The advertising agency for the Sunbeam Corporation is Perrin-Paus Co., Chicago.

-----O-----

NBC-New York, 8/14/53 FWK

CREDITS FOR 'ETHEL AND ALBERT'

PROGRAM TITLE: "Ethel and Albert"

RETURNING DATE: Saturday, August 29, NBC-TV, 7:30-8 p.m., EDT

FORMAT: Situation comedy involving a happily-married couple and their domestic life.

WRITER: Peg Lynch

STARS: Peg Lynch and Alan Bunce

PRODUCER: Thomas Loeb

DIRECTOR: Walter Hart

SPONSOR: The Sunbeam Corporation.

AGENCY: Perrin-Paus Co., Chicago.

ORIGINATION: "Live" from NBC's studios in New York

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NBC-New York, 8/14/53 FWK

STATION AND AIRTEL AND AIRTEL

PROGRAM TITLE	WOW-TV NEWS
RETURNING DATE	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
FORMAT	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
STATION	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
PRODUCTION	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
DIRECTOR	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
EDITOR	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
REMARKS	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL
ORIGINATOR	WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964 TV, 7:30-8 P.M., WOL

WOW-TV NEWS, WEDNESDAY, JANUARY 20, 1964

August 14, 1953

'MR. MOSBY, DECENT CITIZEN,' STARRING WILLIAM DEMAREST,
HAS ON-THE-AIR AUDITION ON NBC-TV WEDNESDAY, AUG. 19

The National Broadcasting Company on Wednesday, Aug. 19
(8:30-9 p.m., EDT) will present an on-the-air audition of MR. MOSBY,
DECENT CITIZEN starring William Demarest, a program which is under
consideration for future regular presentation on the network.

The original creation for television by Robert Riley
Crutcher, "H.J. Mosby, Decent Citizen" relates the trials and
tribulations of a rugged individualist who never does things the
conventional way. Demarest, as Mr. Mosby, is thus in continual con-
flict with officials, business associates, neighbors, his teen-age
daughters, and his daughter's boyfriends.

The completion of the pilot film marks the entrance of
Demarest in TV after a 35-year career in showbusiness which has seen
him perform in vaudeville, theatre, radio and films, and which has
built a loyal following for the "Crabby-but-loveable" characters he
has portrayed. The film represents the initial production effort
of Robert Welch since his recent signing by NBC to develop new TV
programs.

(more)

Stephanie Griffin and Sheila James have been cast in supporting roles, with Miss Griffin playing Mosby's 17-year-old daughter Marilyn and Sheila James playing 13-year-old Vicky.

The pilot film was directed by James V. Kern, veteran Hollywood motion picture director.

-----O-----

NBC-New York, 8/14/53

Experiments with the film have been made in
supporting roles. The film is being shown in
theater houses and is being shown in 1919.
The film is being shown in 1919.
Hollywood motion picture district.

—

1919-1920



TRADE NEWS

August 17, 1953

KUKLA, FRAN AND OLLIE--VACATIONIZED AND RARIN' TO GO--
RETURN TO NBC-TV SEPT. 13 WITH ALL THE KUKLAPOLITANS

Burr Tillstrom, together with Fran Allison, Kukla, Ollie and all the Kuklapolitan Players will return to the air with their popular program, KUKLA, FRAN AND OLLIE on Sept. 13 to begin their sixth consecutive season on the NBC-TV network.

Tillstrom accompanied by Kukla and Ollie, who will be seen in the same time spot as they were last year (Sundays, 4-4:30 p.m., EDT), will return shortly from a six weeks' vacation trip in Europe. Fran, who joined them on the first three weeks of their trip, returned earlier this month to her home in Chicago.

Interviewed by the New York Herald Tribune correspondent Art Buchwald in Paris, Oliver J. Dragon said however, that he was finding things quite expensive in France. "They're not going to get many serpents to come to Paris at these prices," he predicted and went on to say that although he enjoyed French food he did miss some American dishes, commenting that he'd "give anything for a hamburger or a dozen dragon flies on toast."

(more)

Also returning to the air with "Kukla, Fran and Ollie" on Sept. 13 to tell us all about their widespread vacations will be other members of the Kuklapolitan family including Buelah Witch, Fletcher Rabbit, Madame Ooglepuss, Colonel Crackey, Mercedes, Cecil Bill, Dolores Dragon, and Mrs. Olivia Dragon (who visits periodically from her home in Dragon Retreat, Vermont).

Backstage Kuklapolitans returning to their chores with the program will be producer Beulah Zachary, director Lewis Gomavitz, musical director Jack Fascinato and costume designer Joe Lockwood.

-----O-----

NBC-New York, 8/17/53 FWK

CREDITS FOR 'KUKLA FRAN AND OLLIE'

TITLE: KUKLA, FRAN AND OLLIE

TIME: NBC-TV, Sundays, 4-4:30 p.m.,
EDT

ORIGINATION: Chicago

RETURNING DATE: Sept. 13, 1953

STARS: Burr Tillstrom with Kukla, Ollie
and Fran Allison

CAST: Buelah Witch, Fletcher Rabbit,
Madame Ooglepuss, Colonel
Crackey, Mercedes, Dolores Dragon,
Olivia Dragon and Cecil Bill.

PRODUCER: Beulah Zachary

DIRECTOR: Lewis Gomavitz

MUSIC DIRECTOR: Jack Fascinato

COSTUME DESIGNER: Joe Lockwood.

ORIGINAL
STARTING DATE: Oct. 13, 1947

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NBC-New York, 8/17/53 FWK



TRADE NEWS

OK

August 17, 1953

WVEC-TV STARTS TEST PATTERN IN NORFOLK AREA;

FULL NBC COMMERCIAL SCHEDULE STARTS SEPT. 19

WVEC-TV, the Norfolk-Tidewater (Va.) area's first UHF station began test pattern operations last Saturday, Aug. 15.

The station, which is affiliated with NBC, will begin carrying the network's full commercial program line-up exclusively in the Tidewater area on Saturday, Sept. 19.

Following the successful transmission of a test pattern on Saturday, Thomas P. Chisman, president and general manager of WVEC-TV, announced that the station will beam its test pattern 12 hours daily, from 9 a.m., to 9 p.m., EDT, until the start of regular program operations on Sept. 19.

The station is operating with a 12-kilowatt transmitter from atop a 500-foot antenna tower. The antenna, a five-bay helical with a power gain of 25, is radiating 200,000 watts video power, making it one of the most powerful UHF stations in existence.

The transmitter, studio and offices of WVEC-TV are located in Hampton, Va., 12 miles from the center of Norfolk. Construction is nearly completed on a new air-conditioned building which will house the station's studio and offices.

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NBC

TRADE NEWS

August 17, 1953

MEL ALLEN AND RUSS HODGES
ON NEW NBC SPORTS SHOW

Mel Allen and Russ Hodges, two of the nation's outstanding sportscasters, launched a Monday-through-Friday 15-minute sports program over the NBC radio network (Monday, Aug. 17).

The program, MEL ALLEN AND RUSS HODGES' SPORTS DAILY, is heard at 6:15 p.m., EDT.

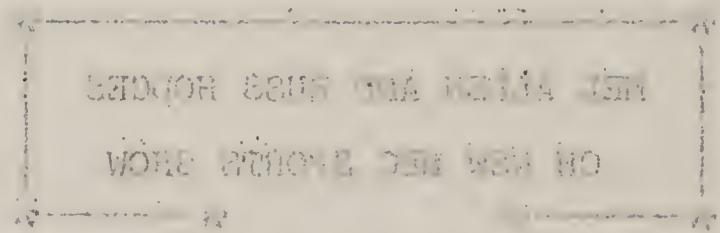
The sports series, which is being offered to NBC stations for local sale on a co-op basis, has already been sold in 36 markets, including WNBC, New York, for Howard Clothes, according to Lud Simmel, manager for Co-op Sales for NBC.

Allen and Hodges have a one-year contract with NBC covering the new program which will be devoted to late sports news, scores, features and reviews of major sporting events and happenings.

The two sportscasters will alternate in doing the programs, depending on which man is available to originate the program each day. Allen is the chief announcer of the radio and TV broadcasts of the New York Yankees' baseball games. Hodges handles the same chore for the New York Giants baseball team.

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August 17, 1951



Allen and Russell Hodges, two of the nation's outstanding sportsmen, launched a Monday-through-Friday 15-minute radio show over the NBC radio network (Monday, Aug. 17).

The program, THE ALLEN AND RUSSELL HODGES, SPORTS TALK, is broadcast at 12:30 p.m. EDT.

The sports series, which is being offered to NBC stations on a co-op basis, has already been sold in 30 markets, including WABC, New York, for Howard Cline, according to Ted Smith, manager of co-op sales for NBC.

Allen and Hodges have a one-year contract with NBC covering a program which will be devoted to late sports news, scores, and reviews of major sporting events and happenings.

The two sportsmen will alternate in doing the program, which will be available to originate the program each day. Allen is the chief announcer of the radio and TV broadcasts of the New York Yankees baseball games. Hodges handles the same chore for the New York Giants baseball team.

12 TOP COLLEGE GRID GAMES

ON NBC RADIO IN FALL

A full schedule of 12 top collegiate football games will be broadcast over the NBC radio network this Fall beginning Saturday, Sept. 19 with the airing of the Missouri-Maryland contest.

Curt Gowdy, sports announcer for the Boston Red Sox baseball games, will do the play-by-play of NBC radio's College Football Game of the Week.

The football broadcasts are being offered for co-operative sponsorship, Lud Simmel, NBC's manager of Co-op Sales, announced. To date, the gridiron broadcasts have been sold on eight stations.

In order to insure broadcasts of the best game of the week, Simmel reported that NBC will wait until five days before each Saturday's schedule of nationwide football contests, to choose that game which looms as the best of the day.

This plan will be put into effect after the second football broadcast featuring the Notre Dame-Maryland game on Sept. 26. The remaining ten games will then be chosen the Monday before the Saturday broadcast.

The Pacific Coast stations of NBC will carry the radio network's football broadcasts for the first time this season, making it a nationwide hookup.

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GENE RAYMOND IS PROGRAM HOST OF 'FIRESIDE THEATRE'
RESUMING ON NBC SEPT. 1; HE'LL ACT IN SERIES, TOO

With stage and screen star Gene Raymond as host, FIRESIDE THEATRE returns to NBC-TV on Tuesday evening, Sept. 1, after an eight-week Summer vacation.

In addition to introducing each half-hour show, Raymond also will star in several productions. He has had extensive experience in television and radio as well as on stage and screen.

One of the top-rated TV drama series, "Fireside Theatre" is filmed in Hollywood especially for television, with Frank Wisbar as producer-director. The show is heard every Tuesday evening at 9 p.m., New York time.

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August 18, 1953

NIELSEN INDEX REVEALS THAT 13 OUT OF 25

TOP-RATED TV SHOWS ARE ON NBC NETWORK

NBC-TV has more of the top-rated programs on the air than any other network, according to the latest Nielsen Television Index pocketpiece.

Thirteen of the top 25 programs are seen on NBC-TV, it is reported in the Nielsen survey for the two weeks ending July 25th. And of the top 15 programs, eight are NBC-TV shows.

The popularity of the NBC-TV program line-up has been achieved with many of the network's traditionally high-rated programs off the air for the Summer hiatus. Despite the fact that "Colgate Comedy Hour," "Your Show of Shows," "The Milton Berle Show" and other favorites are vacationing, the network, is still presenting the greatest number of top-rated programs.

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NBC

TRADE NEWS

August 18, 1953

'TREASURY MEN IN ACTION' RESUMES ON NBC-TV;
WALTER GREAZA IN ROLE OF 'CHIEF OF BUREAU'

Walter Greaza, veteran character actor of stage, screen, TV and radio, will return to his familiar role of "Chief of Bureau" when TREASURY MEN IN ACTION resumes for the Fall season on Thursday, Aug. 27 (NBC-TV, 8:30 p.m., EDT), following a Summer vacation.

Opening show of the new series will be "The Case of the Hide-Away Herd," dramatized from an actual case taken from the closed files of the U.S. Treasury Department. Important parts in the half-hour teleplay will be enacted by Don Briggs, Murray Hamilton and Loretta Daye.

The story concerns a desperate cattle thief who exploits a young girl's affection for him to promote a modern-day cattle-rustling racket. Branding sick and stolen cattle to avoid detection, a band of rustlers threaten part of the nation's food supply with their South-of-the-border smuggling scheme. Federal treasury agents must race against time in an effort to crack down on the bold operation.

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August 18, 1953

WALTER CECILIA IN ROLE OF "CHIEF OF BUREAU"
'TREASURY MEN IN ACTION' RESUMES ON NBC-TV

Walter CECILIA, veteran character actor of stage, screen, TV and radio, will return to his familiar role of "Chief of Bureau" when 'TREASURY MEN IN ACTION' resumes for the fall season on Thursday, Aug. 27, NBC-TV, 8:30 p.m. (EST), following a summer vacation.

Opening show of the new series will be "The Case of the Lady Very Nervous," dramatized from an actual case taken from the closed files of the U.S. Treasury Department. Important scenes in the half-hour play will be enacted by Don Briggs, Murray Hamilton and Robert Ayer.

The story concerns a desperate cattle thief who exploits a young girl's affection for him to promote a modern-day cattle-raiding racket. Branding him and stolen cattle to avoid detection, a band of outlaws threaten part of the nation's food supply with their South-of-the-border smuggling scheme. Federal treasury agents must race against time in an effort to crack down on the bold operation.

NBC-TV CREDITS

CREDITS FOR 'TREASURY MEN IN ACTION' ON NBC-TV

PROGRAM: TREASURY MEN IN ACTION

RETURN DATE: Thursday, Aug. 27, 1953

TIME: Thursdays, 8:30-9:00 p.m., EDT.

FORMAT: Dramatizations of authentic cases from the files of the U.S. Treasury Department, relating the work of Treasury agents (Customs, Internal Revenue, etc.) in apprehending law-breakers. Each case is introduced by the "Chief of Bureau."

CAST: Walter Greaza is starred as "Chief of Bureau." Remainder of cast varies weekly.

EXECUTIVE PRODUCER: Everett Rosenthal, for Prockter Television Enterprises.

PRODUCER: Robert Sloane

DIRECTOR: Dan Petrie

WRITERS: Various

MUSICAL DIRECTOR: Jacques Press.

SPONSOR: Borden's Instant Coffee

AGENCY: Doherty, Clifford, Steers and Shenfield, Inc.

ORIGINATION: New York, "live," with some portions on film.

ORIGINAL
PREMIERE DATE: Thursday, April 5, 1951

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TRADE NEWS

August 18, 1953

PAUL WINCHELL -- AND JERRY MAHONEY, TOO --

RETURN TO NBC-TV SUNDAY, AUG. 30

- - -

'Paul Winchell Show' Will Have Comedy-Variety Format

THE PAUL WINCHELL SHOW, utilizing the versatile talents of the famed ventriloquist in a new type of comedy-variety format, will return to the NBC-TV network Sunday, Aug. 30 (7 p.m., EDT).

The weekly half-hour program will be sponsored by the Procter and Gamble Company for Cheer and Camay. Young and Rubicam is the agency.

Jerry Mahoney, Paul's witty, wise and audacious dummy sidekick, will be very much in evidence acting, dancing, and dueling verbally with Paul.

Dramatic production sequences, featuring outstanding performers of the American theatre and screen with Winchell will be presented as another element in the fast-paced show.

While elevating the art of ventriloquism to a high level of variety entertainment, Winchell developed other talents that have

(more)

2 - 'Paul Winchell Show'

won favor with his large audience in the five years he has been on television. Four of those years he was the star of his own show with his partner Jerry, giving memorable support.

Winchell's successful career began when Paul, as a boy, appeared on the Major Bowes "Amateur Hour" and attracted the greatest number of telephone calls from radio listeners ever received. Only 14 then, Winchell started an ascent that has assured him a place among top personalities of the entertainment world.

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NBC-New York, 8/18/53 FWK

no longer with his large collection of the five years he had been on
the island. From the time he was the age of five he was with
his father, who, being a native, was a native.
Winston's mother, who was a native, was a native.
He was born in the village of "Winston" and attended the
school of the village until he was fifteen years old. He
then went to the school of the village and was a native.
He was born in the village of "Winston" and attended the
school of the village until he was fifteen years old.

Winston

Winston, 1900-1901

CREDITS FOR 'THE PAUL WINCHELL SHOW'

PROGRAM TITLE: "The Paul Winchell Show"

RETURNING DATE: Sunday, August 30, NBC-TV,
7-7:30 p.m., EDT

FORMAT: Comedy-variety with a
dramatic sequence

STARS: Paul Winchell, his dummy side-
kick Jerry Mahoney, stars
of stage, screen and TV who
will appear in the dramatic
sequences.

WRITER: Buddy Burtson

PRODUCER: Pete Barnum

DIRECTOR: Lester Vail

SPONSOR: The Procter & Gamble Company

AGENCY: Young & Rubicam

ORIGINATION: "Live" from NBC's studios in
New York

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NBC-New York, 8/18/53 FWK

STATE OF NEW YORK

REFERENCES

THE JOURNAL OF THE

43412

: TEL 600

133092

: 702, 036

MOBILITY

: 1975.90

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TRADE NEWS

August 18, 1953

'NEWS OF THE WORLD,' TOP-RATED RADIO NEWS SHOW,
STARTS 15TH YEAR ON NBC NETWORK ON AUG. 24

Millions of listeners in every corner of the U.S.A. who have faithfully tuned in on NBC's famous radio news round-up, NEWS OF THE WORLD, (7:30 and 11:15 p.m., EDT) every evening during the past decade-and-a-half, are going to have a little celebration.

On Monday, Aug. 24 "News of the World" will start its 15th year on the air. The program -- known and respected throughout the country -- still has top rating among the multi-weekly newscasts on radio, a position which has gone unchallenged for the past five years.

This rating is between two and three times that of its nearest competitor. Miles' Laboratories (for Alka-Seltzer), only sponsor to buy the full network program for East and West, has been associated with the show since March 24, 1941. The company also sponsors ONE MAN'S FAMILY (NBC radio, 7:45 p.m., EDT, daily), another popular NBC feature.

John W. Vandercook, writer, explorer and London-born radio news commentator, was on the air five times weekly with "News of the World" at the inception of the program, which was developed into one

(more)

1952 05 05

August 14, 1952

MEMO TO THE CHIEF, INVESTIGATION DIVISION

RE: [Illegible]

[Illegible text block containing several paragraphs of a memorandum, likely detailing an investigation or report.]

Very truly yours,

[Illegible signature and closing text]

of the leading news round-ups on radio. In Sept., 1946, Morgan Beatty, crack news analyst and war correspondent, became its editor-in-chief and commentator and has continued in that role ever since.

"News of the World," which continues to top the Nielsen survey with a rating of 4.8, contrasting with 2.8 for its nearest competitor, was the first direct remote pick-up from actual scene of the news.

The first "News of the World" broadcast from Paris on Aug. 24, 1939, anticipated the outbreak of World War II by a few days. Three days before, the news of Hitler's non-aggression pact with the Soviet Union brought Paul Archinard flying back from Milan where he had been visiting with Arturo Toscanini. Archinard, who was the first overseas reporter for the series, is still with the program. He was first in a line of distinguished correspondents bringing to the American people eyewitness reports of worldwide news developments.

A partial roster of these names, many of them household words in the U.S., includes Leon Pearson; W.W. Chaplin; Jim Hurlbut, who reports from Chicago; Ed Haaker, Los Angeles; Joe Gillespie, San Francisco; Earl Godwin, Ray Scherer, Leif Eid, Washington; Romney Wheeler, out of London; Frank Bourgholzer and Paul Archinard, Paris; Bob McCormick, currently in Bonn; Jack Begon, Rome; George Thomas Folster, Tokyo; Jim Robinson, Wilson Hall and John Rich, Korea.

The work of these correspondents is supplemented by so-called "stringers," or reporters who cover important stories when they happen, with the result that "News of the World" has the impact of a well-rounded newspaper.

Its wide scope is apparent from a cursory examination of the points round the globe from which pick-ups were made during the 60 days

(more)

of broadcasting ending on July 31. These points included cities in North and South America, Europe; Asia; Africa; the Near and Far East; and a great many cities and towns in the United States.

Each afternoon at 4 p.m., EDT, the director-editor of the show, Chet Hagan, has a "go-around" via short-wave open circuits with Morgan Beatty in Washington, and other key correspondents on the European continent.

The latter review the news developments of the day, and determine which take priority. The reporters then go out after their stories, reporting back on "News of the World." The same preview is given the late show which goes on the air at 11:15.

When the news justifies it, the show moves to the scene of developments -- but the news must be of major importance. Morgan Beatty, along with his coordinators, Arthur Barrio and Julian Goodman -- the latter manager of network news in the Washington Bureau -- covered the explosion of the A-bomb at Bikini; the blizzards of 1950; the big floods earlier this year; the Coronation; the Italian elections and the French economic crisis. These stories were reported on the spot, in some cases from aircraft flying over the scenes.

"News of the World" came into its own as a top-rated news package when Joseph O. Meyers, now manager of NBC's central news desk, took over the job as producer-director in May, 1944. Leaning heavily on his wide newspaper and radio training, Meyers strengthened the show by using more and more domestic material directly from NBC affiliated stations. As Meyers moved into higher executive positions in NBC news, the shows were taken over by Francis Littlejohn and later by Len Allen, now NBC's TV news editor. Joe Meyers still maintains an active role in the programming of "News of the World."

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NBC-New York, 8/18/53 FWK

NBC RADIO CREDITS

CREDITS FOR 'NEWS OF THE WORLD' ON NBC RADIO

PROGRAM TITLE: NEWS OF THE WORLD

DATES: Monday through Friday -- 7:30-
7:45 p.m., EDT, WNBC and
network. 11:15-11:30 p.m.,
EDT, Network except WNBC.

FORMAT: Features Morgan Beatty as com-
mentator, with direct pick-ups
from points of news origin.

WRITER: Correspondents write own
material

STARS: Morgan Beatty and NBC
correspondents

PRODUCER: Joseph O. Meyers

NEW YORK
NEWS EDITOR: Chet Hagan

WASHINGTON
NEWS EDITORS: Rex Goad
Herbert Kaplow

SPONSOR: Miles Laboratories (ALKA
SELTZER)

AGENCY: Geoffrey Wade - Chicago

ORIGINATION: Washington, D.C.

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NBC-New York, 8/18/53 FWK

SECRET

THOMAS TITUS:
DATE:
FORMAT:
WRITER:
STARS:
PAGES:
NEW YORK
NEW YORK EDITOR:
WASHINGTON
NEW YORK EDITOR:
FROM:
AGENCY:
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WASHINGTON
NEW YORK EDITOR:
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ORIGINATOR:

NBC FILM DIVISION

NBC'S 'BADGE 714' FILM SERIES

HAS BEEN SOLD IN 33 MARKETS

"Badge 714" ("Dragnet" episodes formerly titled "The Cop") has been sold in 33 markets, John B. Cron, national sales manager for the NBC Film Division, announced today.

"Badge 714" was sold this week to KTSM-TV, El Paso, Texas, and to the Scott-Henderson agency for the Tucson, Ariz. market.

Other NBC Film Division sales this week include those of "Captured" (24 markets) to KMMT, Austin, Minn.; to the Byer & Bowman agency for showing over WBNS-TV, Columbus, and WHIZ-TV, Zanesville, Ohio; and to the G. Norman Buche agency for the Pittsburgh, Pa., market.

"Douglas Fairbanks Presents" was sold this week to WBEN-TV, Buffalo, the 90th market to buy this series. The Buffalo station also bought "The Visitor" (36 markets), "Victory at Sea" (53 markets), "Watch the World" and the "Weekly News Review."

Also, the Bruce B. Bremer Co. bought "Watch the World" for the Kansas City, Mo., market; and the "News Review" was sold to WFBM-TV, Indianapolis, and for sponsorship by the Dinkler-Plaza Hotel in the Atlanta, Ga., market.

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NBC-New York, 8/18/53

FRED COE NAMES THERESE LEWIS

AS HIS TV STORY EDITOR

Fred Coe, NBC-TV executive producer, has named Miss Therese Lewis story editor for the various productions under his personal supervision. The shows include MR. PEEPERS, the Wally Cox vehicle which resumes on NBC-TV Sunday, Sept. 13 at 7:30 p.m., EDT; the Philco and Goodyear Television Playhouses, seen on NBC-TV alternate Sundays at 9 p.m., EDT; FIRST PERSON, on NBC-TV each Friday at 8:30 p.m., EDT; and the new Ezio Pinza dramatic series, BONINO, which has its premiere on NBC-TV Saturday, Sept. 12 at 8 p.m., EDT. Robert Alan Aurthur, Coe's present story editor, will henceforth concentrate all his time on "Bonino," which he is writing with David Shaw.

Miss Lewis, a frequent contributor to the slick fiction magazines, wrote and edited many of the Helen Hayes radio scripts. She has written several Rosalind Russell films as well as TV scripts for "Robert Montgomery Presents" and the "Schlitz Playhouse," among others.

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NBC-New York, 8/18/53

'ATOM SQUAD' MAKES GOOD
RIGHT FROM THE START

How's this for a quick success story?

On July 6, NBC-TV introduced its new adventure-fiction series ATOM SQUAD (Monday-through-Friday, 5 p.m., EDT). The show's Nielsen rating for its first week was a healthy 6.3. For the second week the rating was up to 7.3 and by the end of the third week it had mounted to 7.9.

Put another way, this means that "Atom Squad" reached an average 778,000 homes each day during its first week, and by the third week was viewed by an average 1,008,000 homes each day. During the third week, the show's share of the viewing audience at that time was 41.3 per cent.

All this was achieved during the middle of the Summer season -- a season supposedly marked by low and drooping ratings.

The daily, 15-minute program details the exciting experiences of an organization called the "Atom Squad," whose primary purpose is to guard the atomic secrets of this country.

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NBC-New York, 8/18/53

ATOMIC ENERGY COMMISSION

REPORT OF THE STAFF

Submitted for the Commission's consideration

On July 1, 1954, the Commission received from the

Atomic Energy Commission (AEC) a report of the

Atomic Energy Commission (AEC) regarding the

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TRADE NEWS

August 19, 1953

NBC-TV MORNING LINEUP CATCHING ON WITH NATION'S VIEWERS, NIELSEN REPORT SHOWS

NBC's new morning line-up of television programs is fast catching on with the nation's viewers.

Three of the new, five-time weekly shows -- GLAMOUR GIRL (10:30-11 a.m., EDT), HAWKINS FALLS (11-11:15 a.m., EDT) and THE BENNETTS (11:15-11:30 a.m., EDT) -- showed whopping increases in audience popularity during the first three weeks they were on the air, according to the National Nielsen Ratings for July 6-24.

All three shows began on July 6, "Glamour Girl" starting with a rating average of 3.6 for the first week and climbing steadily to a 5.3 rating by the third week.

"Hawkins Falls" notched a 4.6 rating during the first week and was up to 6.1 by the third week, while "The Bennetts" increased its rating from 3.7 to 5.0 in the three-week period.

The share of audience grabbed by these shows during this period is even more encouraging, the Nielsen figures point out.

"Glamour Girl" started with a 27.7 per cent share of the audience the first week and by the end of the third week commanded 37.1 per cent.

"Hawkins Falls" jumped from 38.6 to 50.0 (half the viewing audience at that time) and "The Bennetts" from 35.0 to 44.5 in share of audience figures for the three-week period.

2 - Nielsen Ratings

The quick acceptance of these three new programs by an ever-increasing audience provides dramatic evidence of the audience pull and strength inherent in NBC-TV's new morning program schedule. The programs are under the direct supervision of Adrian Samish, NBC-TV's supervisor of daytime programs.

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NBC-New York, 8/19/53

NBC

TRADE NEWS

OK-

August 19, 1953

'MY LITTLE MARGIE,' WITH CHARLES FARRELL
AND GALE STORM STARTS ON NBC-TV SEPT. 2

MY LITTLE MARGIE, situation comedy series starring Gale Storm and Charles Farrell starts its 1953-54 Fall and Winter season on NBC-TV Wednesday, Sept. 2 at 8:30 p.m., EDT.

The teleplays, by Frank Fox and George Carleton Brown, present Farrell in the role of Vernon Albright, a fifty-ish widower whose main interest in life is his 21-year-old daughter, Margie (Miss Storm). Margie is convinced that she must "bring up father" according to her own precepts.

Other regulars in the cast are Hillary Brooke who portrays Roberta Townsend, the romantic interest in Vernon Albright's life; youthful Don Hayden who plays Margie's boyfriend, Freddie, and Clarence Kolb who fills the role of Mr. Honeywell, the irascible head of the firm which employs Albright.

"My Little Margie"^{is} sponsored by the Scott Paper Company, is a Roland Reed production, filmed at the Hal Roach Studio in Culver City. Hal Roach, Jr. is producer of the series which is directed by Hal Yates.

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FWK

NBC-TV CREDITS

CREDIT SHEET ON 'MY LITTLE MARGIE' ON NBC-TV

PROGRAM: MY LITTLE MARGIE

TIME: NBC-TV, Wednesdays 8:30 p.m., EDT

STARTING DATE: Sept. 2, 1953

ORIGINATION: Hollywood. Filmed by Roland Redd Productions.

FORMAT: Situation comedy

STARS: Gale Storm and Charles Farrell

PRODUCER: Hal Roach

DIRECTOR: Hal Yates

WRITERS: Frank Fox, George Carleton Brown

REGULAR CAST: Don Hayden as Freddie Wilson
Gertrude Hoffman as Mrs. Odetts,
Clarence Kolb as Mr. Honeywell,
Hillary Brooke as Roberta
Townsend and Willie Best as
Charlie.

PRODUCTION MANAGER: Dick Lestrangle

ASSISTANT DIRECTOR: Dick Moder

SUPERVISING EDITOR: Rou Luby Ace

EDITED BY: Fred Maguire, Bert Jordan and Ace

SOUND: Charles Althouse and Joel Moss

PHOTOGRAPHIC
EFFECTS: Jack Glass

ART DIRECTOR: Gene Lourie

SPONSOR: Scott Paper Co.

AGENCY: J. Walter Thompson

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NBC

TRADE NEWS

August 19, 1953

MARK STEVENS, NEW 'MARTIN KANE,' TACKLES
A TOUGH CASE IN FIRST APPEARANCE ON SHOW

MARTIN KANE finds a killer who turns a childhood dream into a nightmare reality on the first of the "Kane" episodes starring Mark Stevens, Thursday, Aug. 27 (NBC-TV, 10 p.m., EDT).

In one of his most difficult cases, Kane (Stevens) uncovers enough information to put his finger on the killer of a night-shift worker who for all appearances is murdered for the few dollars in her pocketbook.

Featured with Stevens in his fight against the underworld will be his sidekick, Happy McMann (Walter Kinsella) proprietor of the tobacco shop which Kane uses as his crime clearing house.

The format of the program will remain the same with Stevens playing the role of a private detective. However, more emphasis will be put on mystery and suspense and away from stereotyped crime situations. The title of the show will be shortened to "Martin Kane" from the previous "Martin Kane, Private Eye."

The show is produced by the Kudner Agency for the United States Tobacco Company and is directed by Edgar C. Kahn.

-----O-----

FWK

NBC-TV CREDITS

CREDITS FOR 'MARTIN KANE' ON NBC-TV

PROGRAM: MARTIN KANE

TIME: 10:00-10:30 p.m., EDT

FORMAT: With the coming of Mark Stevens into the lead as "Martin Kane," the scripts will be tailored to fit his character as a smart operative with emphasis on mystery and suspense away from stereotyped detective roles.

STAR: Mark Stevens (beginning Aug. 27).

PRODUCER: Kudner Agency

DIRECTOR: Edgar C. Kahn

WRITERS: Lawrence Klee, Paul Dudley,
Alvin Boretz

SETTINGS: Robert MacKichen

SPONSOR: United States Tobacco Company

PRODUCTS: Encore and Sano Cigarettes

AGENCY CONTACT: Myron P. Kirk, C.M. Rohrabaugh,
Lloyd Delaney; Publicity: John
L. Nanovic

NBC PUBLICITY
CONTACT: Priscilla Campbell

ORIGINATION: NBC studios, New York.

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NBC-New York, 8/19/53 FWK

NBC NEWS CHIEF RETURNS

FROM EUROPEAN SURVEY

Far-reaching modifications in the system of NBC-TV News-film coverage of world events were forecast today by William R. McAndrew, the network's manager of news and special events, on his return from a three-week tour of European capitals where he consulted with correspondents and cameramen working under his direction.

The NBC system of news coverage for television, with eight years of experience behind it, is preeminent in the field, McAndrew said, but numerous problems remain to be worked out. Among these are censorship by certain Near Eastern countries, the difficulty in obtaining visas for roving cameramen and reporters, delay in shipment of the film occasioned by customs, schedules, weather, etc.

Although he did not go into detail on his proposals for stepping up the NBC-TV Newsfilm operation, McAndrew indicated that representations might be made through State Department channels to the governments which make it difficult for American correspondents to get their stories.

NBC-TV Newsfilm has penetrated the Iron Curtain with coverage both in Eastern Germany and the Soviet Union itself, McAndrew indicated that efforts to step up this coverage will be increased.

McAndrew spent some time with NBC correspondents in London, Paris, Frankfurt, Berlin and Rome. He interviewed U.S. Ambassador Dillon in Paris, and other State Department officials who brought him up to date on political developments in Western Europe.

(more)

The NBC news chief returned in sufficient time to give his personal attention to the special program celebration the 8th anniversary of NBC-TV newscast this Sunday, Aug. 23 (7-8 p.m., EDT). Entitled ASSIGNMENT: TOMORROW, the one-hour production will consist of excerpts from the film coverage of the major news stories of the past eight years by NBC-TV news cameramen.

Jim Fleming is narrator and editor with Art Holch as assistant editor, Charles Christensen is director.

McAndrew, 38, who worked for newspapers and the United Press in Washington, has been with NBC since Sept., 1936. He has reported and directed coverage of national political conventions, served in a series of executive capacities for NBC, and is currently responsible for all news both on radio and TV for the network.

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NBC-New York, 8/19/53

NBC

TRADE NEWS

August 19, 1953

SARAH CHURCHILL RETURNS AS HOSTESS IN NEW 'HALLMARK HALL OF FAME'

Sarah Churchill will return as hostess-narrator and occasional star actress when HALLMARK HALL OF FAME resumes in a new hour-long format, once again with Albert McCleery as producer-director on Sunday, Sept 27 (NBC-TV, 5-6 p.m., EST). The dramatic series, which has been on a Summer vacation, formerly was a half-hour show.

The time expansion will be accompanied, producer-director McCleery stated, by a broadened scope of dramatic fare which will include, in addition to dramatizations of the lives of great figures of history, several of the great classic plays and a number of original dramas and one opera, to be commissioned from top-ranking playwrights and composers.

Also planned for "Hallmark Hall of Fame's" new format are several original television plays based on the lives of contemporary personalities who have made noteworthy contributions to mankind.

"We believe we have material for an entertaining and, at the same time, inspiring series of dramatic programs that should interest a broad cross-section of television viewers," McCleery said.

(more)

2 - 'Hallmark Hall of Fame'

"In addition to the historical dramas which we have found have a universal appeal and draw great support from the educational field, we hope to duplicate the success of last season's 'Hamlet' and 'Amahl and the Night Visitors' with 3 or 4 presentations of the classics and the same number of original plays and operas that we are commissioning," he continued.

Rehearsals are expected to start shortly after Sarah Churchill's return from England next month, where she has been vacationing with her family. The series will continue to utilize the so-called "arena style" or "theatre-in-the-round" technique which McCleery personally devised for TV and which he has used with considerable success the past few seasons.

For the third consecutive season, Hallmark Cards will be the sponsor. Foote, Cone and Belding is the agency handling the account.

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NBC-New York, 8/19/53 FWK

"In addition to the editorial changes which we have made
for a universal appeal and more direct report from the editorial
staff, we hope to duplicate the success of last season's 'Herald' and
'Herald' and the 'Herald Tribune' with a new presentation of the
classics and the same number of original plays and poems that we are
submitting," he continues.

Rehearsals are expected to start shortly after school.

Cheney's return from his last season's tour of the
theater with his family. The series will continue to attract the
"arena style" or "theater-in-the-round" technique which has been
usually devised for TV and which he has used with considerable success
the past few seasons.

The first production season, however, will be the
season. The first production is the play based on the second.

William Hall of Iowa

NBC

"today"



J. FRED MUGGS' LIKENESS, CARVED IN MAHOGANY
TO BE AWARDED TO LUCKY 'TODAY' LETTER-WRITER

The many fans of Mr. J. Fred Muggs, Dave Garroway's chimpanzee pal on the "Today" program, have the chance to win a singular and unusual prize in a letter-writing contest just announced.

John Lacey, well-known sculptor and woodcarver, may be seen each morning this week, working on the program, carving the likeness of Muggs in a huge block of Congo mahogany. The finished bust will be awarded to the winner among letter-writers who in 25 words, or less, say, "I watch the Today show because..."

The contest is open to viewers of all ages, with one entry allowed each person. The letters are to be addressed to a special box number mentioned on the show. The contest ends midnight Wednesday, Aug. 26.

"Today," with Dave Garroway and pals, including J. Fred Muggs, is seen Monday through Friday, 7-9 a.m., EDT and CDT over the NBC-TV network.

-----O-----

NBC-New York, 8/19/53

POSTMAN DING-DONGS TWICE--

PLUS 90,226 TIMES

When Frances Horwich, Miss Frances of NBC's DING DONG SCHOOL, went on vacation last week, the program had received since its inception 90,228 pieces of mail, quite a record for a children's program.

Dr. Horwich is on vacation with her husband Harvey Horwich, recently returned from Korea where he was a civilian historian for the Eighth Air Force. During Dr. Horwich's absence from the program she is being seen in films made especially for her vacation period.

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OK. JAMESON NAMED TO NBC SPOT SALES REGIONAL POST

Edwin T. Jameson has been appointed regional sales representative for NBC Spot Sales in Camden, N.J., Philadelphia and Eastern Pennsylvania. //

Jameson recently joined NBC after serving with Free & Peters, radio station WNEW in New York, CBS and the Crosley Broadcasting Corp.

He is a member of the Radio and Television Executives Society and the Poor Richard Club of Philadelphia.

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'HAVING WONDERFUL BUT BUSY TIME': POST CARDS
FROM NBC CORRESPONDENTS REACH EDITORS' DESKS

Radio and television columnists for newspapers, magazines, the trade and other media, have been on the receiving end of color postal cards literally from the ends of the earth -- during the past few weeks.

The writers? Staff correspondents, reporters, cameramen, and traveling members of the NBC staff.

This sudden manifestation of interest in tourist promotion has nothing to do with vacationism.

It all grew out of the eighth anniversary of NBC-TV News Film which will be celebrated coming Sunday, Aug. 23 with a special program, ASSIGNMENT: TOMORROW (NBC-TV, 7-8 p.m., EDT).

The program will consist of excerpts from 3,000 days of history as recorded by NBC cameramen-reporters from 200 or more key news spots all over the world. NBC was first in the field of newsfilm production for television.

One newspaper columnist has reported receiving postal cards from Hawaii, Copenhagen, Cairo, Singapore, Tel Aviv, Rome, Beirut, and Kenya.

The messages, penned by NBC newshawks, are a barometer of news value in the world's hot spots. An NBC man in Switzerland, for instance, wrote: "Need an Alping hand to tell all about NBC's anniversary in newsfilm this month."

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TRADE NEWS

August 20, 1953

'TODAY,' WITH LARGEST CLIENT ROSTER IN TV,
STILL ADDING NEW BUSINESS AT STEADY PACE

Already entering the Fall season with the largest client roster of any show in the history of television, "Today," NBC-TV's early morning news and special events program, continues to add advertisers to its list each week.

Among the clients that recently have signed up for the show are Eastco, Inc., of White Plains, N.Y., makers of Scratchex and Clearasil; M & R Dietetic Laboratories, Inc., of Columbus, Ohio, makers of Pream, and Smith Brothers of Poughkeepsie, N.Y., makers of Smith Brothers Cough Drops.

In addition, Anson Incorporated of Providence, R.I., manufacturer of men's jewelry, recently signed a renewal order for the show.

The agencies are Ruthrauff & Ryan, Inc., for Eastco; Benton & Bowles, Inc., for M & R; Sullivan, Stauffer, Colwell & Bayles, Inc., for Smith Brothers, and Grey Advertising Agency, Inc., for Anson.

"Today" is seen Monday-through-Friday from 7-9 a.m., EDT and CDT, with Dave Garroway, Jack Lescoulie and Frank Blair.

-----O-----

FLORIDA CITRUS GROUP BUYS TIME
ON NBC'S EV'RY DAY SHOW

The Florida Citrus Commission has purchased Meredith Willson's EV'RY DAY for three days a week starting Wednesday, November 18.

The Wednesday, Thursday and Friday (NBC radio network except WNBC, 9:45 a.m., EDT) stanzas will be aired in the interest of fresh oranges and grapefruit, canned and frozen orange and grapefruit sections, and juices and concentrates.

The contract was signed through the J. Walter Thompson agency.

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BEN GRAUER ON EUROPEAN SURVEY

NBC newsman Ben Grauer will depart this weekend on LAI-The Italian Air Lines, for Italy to do a special coverage for NBC News Film of the super-luxury 100-mile-per-hour train operated by the Italian State Railways between Milan, Rome and Naples.

While on a three-week news survey trip in Europe, Grauer will also visit Austria and France to observe foreign developments. His radio program, "The Author Speaks" (Saturday, 5:30 p.m., EDT) has been recorded in advance for the period that he will be out of the country and Gene Hamilton will substitute for him as announcer for the NBC Summer Symphony Series (Sunday, 5 p.m., EDT).

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BEFORE ME, the undersigned authority, on this day personally appeared

and acknowledged to me that he executed the foregoing instrument for the purposes and consideration therein expressed.

Given under my hand and seal of office this day of May, 1901.

Notary Public for the State of New York.

18

The foregoing instrument was acknowledged to me by the person whose name is subscribed to it, as being the act and deed of the said person.

Witness my hand and seal of office this day of May, 1901.

Notary Public for the State of New York.

19

And I hereby certify that the foregoing instrument is a true and correct copy of the original as the same appears from the records of my office.

20

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THE STATE OF

BEFORE ME, the undersigned authority, on this day personally appeared

and acknowledged to me that he executed the foregoing instrument for the purposes and consideration therein expressed.

Given under my hand and seal of office this day of May, 1901.

Notary Public for the State of New York.

And I hereby certify that the foregoing instrument is a true and correct copy of the original as the same appears from the records of my office.

Witness my hand and seal of office this day of May, 1901.

Notary Public for the State of New York.

21

And I hereby certify that the foregoing instrument is a true and correct copy of the original as the same appears from the records of my office.

Witness my hand and seal of office this day of May, 1901.

CREDITS FOR 'DING DONG SCHOOL' ON NBC-TV

PROGRAM: Ding Dong School

STARTING DATE: WNBQ - October 3, 1952;
NBC network - November 24, 1952.

TIME: Monday through Friday,
10 to 10:30 a.m.,
EDT.

FORMAT: Educational program for
pre-school age youngsters
conducted by professional educator.
Features games, aids in developing
motor skills, vocabulary, good habits,
etc.

STAR: Frances Horwich, Ph.D.

PRODUCER: Reinald Werrenrath, Jr.

ORIGINATION: NBC studios, Chicago.

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CREDITS FOR 'NATIONAL FARM AND HOME HOUR' ON NBC RADIO

PROGRAM: THE NATIONAL FARM AND HOME HOUR

STARTING DATE: October 2, 1928

TIME: NBC radio, Saturdays, 1:00 to
1:30 p.m., EDT

FORMAT: Agricultural features, including
USDA reports from Washington,
market reports from Chicago, and
music.

STARS: NBC farm commentator Everett
Mitchell; Whitey Berquist and
the Homesteaders Orchestra; the
Farm and Home Quartet; USDA in-
formation officer Ken Gapen.

PRODUCER: Herbert Lateau

WRITER: Bob Carman

MUSICAL DIRECTOR: Whitey Berquist

ORIGINATION: Chicago, and remote pick-up points.

SPONSOR: Allis-Chalmers Manufacturing
Company, Milwaukee, Wis.

AGENCY: Bert S. Gittins, Milwaukee, Wis.

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CONDUCTED FOR NATIONAL HARM AND HOME HOUR, ON WFO RADIO

PROGRAM: THE NATIONAL HARM AND HOME HOUR

STARTING DATE: October 2, 1958

TIME: 1:30 p.m., 1:50 p.m., 2:10 p.m.

FORMAT: Agricultural features, including USDA reports from Washington, national reports from Illinois, and

STAFF: WFO Farm Correspondent Everett Nitzberg, Wiley Johnson and the University of Illinois Farm and Home Reporter, USDA in-formation officer Ken Johnson.

PRODUCER: Herbert L. Lee

EDITOR: Bob Gorman

MUSICAL DIRECTOR: Wiley Johnson

ORIGINATOR: Chicago and remote broadcast stations

PERSON: Allen-Chapman and Associates, Chicago, Illinois, Inc.

AGENCY: West 31 Station, Milwaukee, Wis.

NBC RADIO PROGRAMS

DIETS FOR CHILDREN DISCUSSED ON 'FARM AND HOME HOUR'

Department of Agriculture information officer Ken Gapen and Sayde Adelson, food economist for the department's Bureau of Human Nutrition and Home Economics, will discuss proper diets for youngsters on the Saturday, Aug. 29, NATIONAL FARM AND HOME HOUR (NBC 1 p.m., EDT).

The discussion, aimed especially at parents, teachers, club leaders, and the youngsters themselves, will outline diet requirements and suggest foods to best fill those requirements.

Whitey Berquist's Homesteaders Orchestra and the Farm and Home Quartet will offer "Stay in Your Own Backyard," and "Are You From Dixie?".

Gapen will report USDA headlines from Washington, and Everett Mitchell will sign off with a summary of the farm markets from Chicago.

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IOWA FARMER HONORED ON 'THIS FARMING BUSINESS'

G. Donald Trenary, who operates a 320-acre stock farm near Pechahontas, Ia., will receive the W. G. Skelly Agricultural Achievement Award on THIS FARMING BUSINESS, Saturday, Aug. 29 (NBC radio network except WNBC, 9 a.m., EDT).

Although beef and pork production are of primary importance on the Trenary farm, careful crop planning is needed to support the stock. A six-year crop rotation plan is followed, with two years in corn, one in beans, one in oats and two in meadow or pasture.

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TRADE NEWS

August 21, 1953

NBC-TV SIGNS NINE NEW SPONSORS FOR FOUR LEADING PROGRAMS

Nine new sponsors for four of NBC-TV's most popular programs were announced today by George Frey, vice president in charge of television sales.

Three clients have signed up for TODAY, early morning news and special events show; three for YOUR SHOW OF SHOWS and ALL STAR REVUE, 90-minute Saturday night comedy-music extravaganzas; two for THE KATE SMITH HOUR, the long-established afternoon show, and one for NAME THAT TUNE, the network's new music-comedy quiz show.

In addition, NBC-TV also announces today that three clients have renewed their contracts for "Your Show of Shows" and one for "Name That Tune."

The new business on "Today" was ordered by General Mills, Inc., makers of O-Cel-O; Harry & David Corp. for Royal Riviera Pears and the Fruit-of-the-Month Club; and Beatrice Foods Co., makers of La Choy sauce. "Today" is seen Monday-through-Friday on NBC-TV (7-9 a.m., EDT and CDT) and stars Dave Garroway.

New clients for "Your Show of Shows" and "All Star Revue" are Cat's Paw Rubber Co., which will advertise rubber heels and soles during a 10-minute segment between 10 and 10:30 p.m., EDT on

(more)

various Saturdays throughout the year; Johnson & Johnson, makers of Band-Aid plastic strips and surgical dressings, which also will offer its message during a 10-minute segment between 10 and 10:30 p.m., EDT, on various Saturdays throughout the year, and Bourjois, Inc., makers of perfume and cosmetics, which has bought 10 minutes between 9:30 and 10 p.m. for three telecasts during the Christmas holiday season.

"Your Show of Shows," starring Sid Caesar and Imogene Coca, returns to the air Saturday, Sept. 12, and will be seen three out of four weeks, with "All Star Revue" presented on the fourth week.

The new sponsors for "The Kate Smith Hour" (Monday-through Friday, 3-4 p.m., EDT) are Corn Products Refining Co., makers of Linit Laundry Starch, and Gerber Products Co., makers of baby foods. Corn Products has bought the 15-minute Monday segment from 3:45 to 4 p.m. on alternate weeks and Gerber has ordered the 3:45 to 4 p.m. Wednesday segment each week.

Block Drug Company will advertise its product, Ammident toothpaste, on alternate weeks of "Name That Tune" (Monday, 8 to 8:30 p.m., EDT). The Block firm will alternate sponsorship with the Speidel Corp, which has just renewed its order for the show.

The other renewals announced today, all for "Your Show of Shows" and "All Star Revue," are Benrus Watch Company, Griffin Mfg. Co., Inc., makers of shoe polish, and S.O.S..Company, makers of S.O.S. Cleaner, all for 10 minutes each Saturday from 9:30 to 10 p.m., EDT.

The agencies for these various clients are: Comstock & Company for General Mills; Guild, Bascom & Bonfigli, Inc., for Harry and

(more)

3 - New Business

David; Foote, Cone & Belding for Beatrice Foods; S.A. Levyne Company for Cat's Paw; Young & Rubicam, Inc., for Johnson & Johnson; Foote, Cone & Belding for Bourjois; C.L. Miller Company, Inc., for Corn Products; D'Arcy Advertising Company, Inc., for Gerber; Cecil & Presbrey, Inc., for the Block Company; Sullivan, Stauffer, Colwell & Bayles, Inc., for Speidel; Cecil & Presbrey, Inc., for Benrus; Bermingham, Castleman & Pierce, Inc., for Griffin and McCann-Erickson, Inc., for S.O.S.

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NBC



RADIO NEWS

August 21, 1953

COMMUNIST TREACHERY IN POW HANDLING TO BE TOLD IN SPECIAL NBC BROADCAST

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Sec. of State Dulles and Gen. Clark to Be Interviewed
In 'Present and Accounted For'; Eyewitnesses Featured

The inside story of Communist treachery in carrying out the terms of the Korean truce agreement, and more specifically in releasing captive troops, will feature a special broadcast, PRESENT AND ACCOUNTED FOR, scheduled for NBC radio on Wednesday, Aug. 26, (10:35-11:00 p.m. EDT).

Secretary of State John Foster Dulles and General Mark Clark will be interviewed by NBC newscasters Morgan Beatty, Irving R. Levine and Ken Banghart.

The program will include eyewitness stories by GIs who have been released in Operation Big Switch, and parodies on popular tunes in which conditions in the POW camps in North Korea are described.

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NBC

TRADE NEWS

August 21, 1953

GANGSTER'S SURRENDER TO WINCHELL TO BE DRAMATIZED ON 'BIG STORY'

THE BIG STORY, dramatizing authentic cases featuring newspapermen throughout the United States, will return to NBC-TV for the Fall season on Friday, Aug. 28 (9 p.m., EDT), with the story of the surrender of a public enemy to newsman Walter Winchell.

Singled out to be the go-between in the surrender of one of gangland's most dangerous characters, Winchell was instructed by the mobsters to drive alone to the remote spot where he would meet the fugitive for whom the whole nation was hunting. The reporter's courage in this behind-the-headlines venture helped bring an end to a reign of terror, extortion and murder.

Television actor George Petrie will portray the columnist and radio reporter. Russell Hardie will portray FBI director J. Edgar Hoover. "The Big Story" is produced by Bernard J. Prockter. The script was adapted by Max Ehrlich from the pages of the New York Daily Mirror.

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FWK

NBC-TV CREDITS

CREDITS FOR 'THE BIG STORY' ON NBC-TV

PROGRAM: THE BIG STORY

NETWORK: NBC-TV

TIME: Fridays, 9 p.m., EDT,
(Returns Aug. 28)

FORMAT: Dramatizations of authentic
experiences of newspapermen
on their outstanding assignments. Each program relates
the true story of a reporter
who, in covering a story,
has performed a considerable
public service, such as
solving a murder case, ex-
onerating an innocent person
accused of crime, or uncover-
ing a corrupt political
manchination. Each reporter
whose experience is drama-
tized receives a \$500 award.

NARRATOR: Bob Sloane

PRODUCER: Bernard J. Prockter for
Prockter Production Agency.

ORCHESTRA
CONDUCTOR: Vladimir Selinsky.

WRITERS: Various.

POINT OF ORIGIN: New York

SPONSOR: American Cigarette and Cigar
Co., Inc. (for Pall Mall
cigarettes).

AGENCY: Sullivan, Stauffer, Colwell and
Bayles, Inc.

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NBC-New York, 8/21/53 FWK

UNITED STATES FOR THE DEPARTMENT OF THE ARMY

PROGRAM:

THE NEW FRONT

REMARKS:

THE NEW FRONT

TIME:

October 2, 1954
(Washington, D.C.)

FORMAT:

Organization of the
experience of new
on the American
the new world of a
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REMARKS:

THE NEW FRONT

REMARKS:

October 2, 1954
Washington, D.C.

REMARKS:

THE NEW FRONT

REMARKS:

THE NEW FRONT

REMARKS:

THE NEW FRONT

REMARKS:

October 2, 1954
Washington, D.C.

REMARKS:

October 2, 1954
Washington, D.C.

CREDITS FOR 'THE BENNETTS' ON NBC-TV

PROGRAM: THE BENNETTS

STARTING DATE: July 6, 1953

TIME: NBC-TV, Mondays-through-Fridays, 11:15-11:30 a.m., EDT

FORMAT: Dramatic serial based on the day-to-day life of a young Midwestern lawyer, his family, his friends -- and his cases.

STARS: Don Gibson as attorney Wayne Bennett, Jerry Garvey as the 13-year-old son, Mike.

CAST: Kay Westfall (as Alma Wells), Jim Andelin (Bert Wells), Viola Berwick (Speedy Winters), Beverly Younger (Meg Cobb), Jack Lester (Blaney Cobb) and Sam Siegel (George Konosis).

PRODUCER: Ben Park

DIRECTOR: John Hinsey

WRITER: Bill Barrett

SETS: Bill Rittman

ORIGINATION: Chicago.

-----O-----

HERBERT SWOPE, JR., WILL PRODUCE
SALES PROMOTION FILM FOR NBC-TV

Herbert Swope, Jr., who last season was alternate-week director of the highly successful "Robert Montgomery Presents," will produce a special sales promotion film for NBC-TV.

His new assignment, details of which will be announced later, is under direct supervision of Jacob Evans, director of advertising and promotion. The idea for the film was conceived by John K. Herbert, NBC vice president in charge of Television.

As alternate director of "Robert Montgomery Presents," Swope received the Sylvania Award for "outstanding achievement in creative television technique." During the year he was associated with the show, "Robert Montgomery Presents" swept many major awards for television drama, including the Look TV Award, the TV Guide Award and Radio-Television Daily's Annual Survey of the Nation's Radio and Television Editors' Preferences.

Among Swope's major achievements last year was the direction of John O'Hara's "Appointment in Samarra," which starred Montgomery and was considered one of the year's outstanding TV dramas.

Before directing "Robert Montgomery Presents," Swope was producer-director of "Lights Out," producer of "The Clock," and "The Royal Showcase," and director of "The Black Robe." Upon completion of the promotion film, he will produce one series and direct another during the coming season on NBC-TV.

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TRADE NEWS

August 24, 1953

FALL SERIES OF 'ROBERT MONTGOMERY PRESENTS'

STARTS AUG. 31; MAJOR DRAMATIZATIONS LISTED

- - -

Sponsorship Will Again Alternate Between Lucky Strikes
And Johnson's Wax; Brian Donlevy on Opening Show

Following a Summer hiatus, ROBERT MONTGOMERY PRESENTS will return for the regular Fall series Monday, Aug. 31 on NBC-TV at 9:30 p.m., EDT. During the past eight weeks' vacation period, Montgomery has been offering a season of Summer stock in the time segment, featuring the Robert Montgomery Players, for the second successive season.

Montgomery will once again personally appear on his hour-long dramatic program as host and narrator, as well as occasional star actor. He is executive producer of the series for Neptune Productions. As heretofore, sponsorship will alternate weekly between the American Tobacco Company for Lucky Strike Cigarettes and the Johnson's Wax Company in behalf of its products, with the kick-off show being "Robert Montgomery Presents the Johnson's Wax Program."

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An unusually full back-log of teleplays has been lined up to ensure a steady flow of suitable material for the long season.

Original scripts, novels, short stories and stage successes will serve as the source of the bulk of the material to be used, with such names as Somerset Maugham, John Dos Passos, Thomas Hughes, Cornelia Otis Skinner, Emily Kimbrough, Thomas W. Phipps, Adrian Spies and Sandra Michael among the writers represented.

"First Vice-President," a drama adapted by S.N. Savage from Joan Transue's novel, will be the initial offering of the season on Aug. 31, with Brian Donlevy in the stellar role. It is the story of a ruthlessly ambitious executive of a prominent business organization who aware of the imminent retirement of the president, seeks to succeed to his office by any and all means.

To impress the incumbent officer and his wife with his suitability for the important position, he invites them for a weekend at his Long Island home with his family. What he hardly has cause to suspect is that his family, weary of years of his tyranny, hardly intends to back his cause and seizes the opportunity to perpetrate a unique and thorough act of revenge.

Scheduled for the second week, Monday, Sept. 7, when "Robert Montgomery Presents Your Lucky Strike Theatre, is a satire about a returning war veteran with a highly personal plan for world peace. It is adapted by Irving Gaynor Neiman from the character created by H.I. Phillips, in his nationally syndicated column, "The Sun Dial."

On Sept. 14, "Robert Montgomery Presents the Johnson's Wax Program" will offer "The Lost and the Found," a poignant story by

(more)

3 - 'Robert Montgomery Presents'

Robert Collis, adapted by Agnes Eckhardt. It deals with the rehabilitation of two refugee children found in a concentration camp by an English social worker.

"Breakdown," a melodrama by Patrick Nash, concerning a scientist working on a top secret weapon, who suspects that his wife and his chief assistant are in love, will be seen on Sept. 21, when "Robert Montgomery Presents Your Lucky Strike Theatre."

Future productions planned for the popular 60-minute drama series, which will continue to use top stars of stage, screen, TV and radio in lead roles, will include: Somerset Maugham's provocative novel, "Cakes and Ale," in an adaptation by S.N. Savage; "The Deep Six," based on Martin Dibner's novel; "September Time," an original by Thomas W. Phipps; Benuzzi's "No Picnic on Mt. Kenya"; "Wings of the Morning," an original by Sandra Michael; Thomas Hughes' classic, "Tom Brown's School Days"; "The Survivors," an original by Adrian Spies; "Our Hearts Were Young and Gay," adapted from the best-seller by Cornelia Otis Skinner and Emily Kimbrough; "A Criminal Assignment," based on Jacob Hay's short story in the July 18 issue of the Saturday Evening Post; "The Big Money," from John Dos Passos' famous story and "The Duchess and the Smugs," from Pamela Franken's Harper's magazine story.

Joseph W. Bailey is executive producer of "Robert Montgomery Presents." Norman Felton will continue to direct the Lucky Strike programs. Gerald Savory, well-known director, dramatist and actor, will assume the direction of the Johnson's Wax programs, succeeding Herbert Bayard Swope, Jr., who has resigned to concentrate his activities on an upcoming NBC promotion project.

(more)

Scenery will be designed, as before, by Syrjala. Doris Sharp is the new casting director.

"Robert Montgomery Presents Your Lucky Strike Theatre" made its network debut as an alternate Monday program on Jan. 30, 1950, with Madeline Carroll starred in an adaptation of Maugham's "The Letter." On Jan. 7, 1952, "Robert Montgomery Presents the Johnson's Wax Program" had its premiere, with Thomas Mitchell starred in Thomas Phipps' adaptation of John O'Hara's novel, "The Farmer's Hotel."

Batten, Barton, Durstine and Osborne is the agency handling the Lucky Strike account, while Needham, Louis and Brorby represent the Johnson's Wax Program.

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NBC-New York, 8/24/53 FWK

CREDITS FOR 'ROBERT MONTGOMERY PRESENTS' ON NBC-TV

PROGRAM: ROBERT MONTGOMERY PRESENTS
THE JOHNSON'S WAX PROGRAM

RETURN DATE: Monday, Aug. 31, 1953

TIME: NBC-TV 9:30-10:30 p.m., EDT.

FORMAT: Full-hour drama series,
presenting stellar casts
in original stories, as
well as those adapted
from famous novels, short
stories, plays and films.
A wide variety of subject
matters encompasses
drama, melodrama, comedy
and farce.

CAST: Robert Montgomery appears
on the show weekly as
host and narrator,
occasionally starring
in a particular vehicle.
Each production boasts
one or more stars of
stage, screen and TV,
plus a sterling support-
ing cast.

EXECUTIVE PRODUCER: Robert Montgomery, for
Neptune Productions.

PRODUCTION SUPERVISOR: Joseph W. Bailey

ASSISTANTS: Hank Colman, Fred Cammann

DIRECTOR: Gerald Savory

WRITERS: Various

SCENERY: Syrjala

SPONSOR: The Johnson's Wax Company.

AGENCY: Needham, Louis and Brorby

ORIGINATION: New York, "live."

ORIGINAL STARTING DATE: Jan. 7, 1952

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'CIRCULATION PROMOTION FOR TV STATIONS -- UHF AND VHF'

PUBLISHED AS HANDBOOK FOR NBC-TV AFFILIATES

A new handbook entitled "Circulation Promotion for Television Stations -- UHF and VHF" has been published by the Advertising and Promotion Department of NBC for distribution among NBC-TV affiliates.

Based on case history information from stations that have faced circulation problems in the past, the handbook answers such questions as: "What did these stations do in launching their operation?" "How did they work with dealers and distributors?" "What kind of advertising did they use?" "What did they do in the way of contests, meetings and tie-ins?" and "What kind of audience promotion are they doing once on the air?"

As the handbook introduction explains, "This thought of being of service to you is what prompted us to become an idea-and-method clearing house-specifically, to learn from our new affiliates about their experiences (both what to do and what not to do) so that we could put this information into this handbook for your use." The book is divided into four main sections: "Principles, policies and planning." "Operations before you go on the air." "How NBC will help you build circulation" and "After you are on the air."

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NBC-New York, 8/24/53

COMMUNICATION THROUGH THE LIAISON -- THE AND THE

FOUNDED AS A BUREAU FOR THE LIAISON

A new handbook entitled "Communication Through the Liaison"

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LIAISON.

Based on over thirty years of experience, this handbook

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Published by the Liaison

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TRADE NEWS

August 25, 1953

LORETTA YOUNG TO STAR IN NEW TV DRAMA SERIES

- - -

'Letter to Loretta,' Plays Based on Mail from Fans

PREMIERE

Loretta Young ^{made} will make her NBC television debut Sunday, Sept. 20 as hostess-narrator-star of the new NBC-TV, program LETTER TO LORETTA (10 p.m., EDT). Each week the program will offer original half-hour tele-plays in which the star will play the leading role.

The program is inspired by the type of fan mail which the Academy Award winner has received during her career as an actress. Because of her interest in people, much of her mail seeks her opinion and help on matters of personal importance. The format of the program is derived from these letters.

Each week Miss Young will read a letter at the opening of the show, to set the stage for the dramatized portion of the half-hour in which the suggested answer to the fan's dilemma is enacted, with Miss Young portraying the writer. The dramatization sometimes will be in a dramatic vein, sometimes humorous. //

During the series Miss Young will portray a variety of characters, ranging from the loyal wife of a small-town Western sheriff to a femme fatale who collects broken-- but wealthy -- hearts.

(more)

2 - 'Letter to Loretta'

"Letter to Loretta" is the initial production of Lewislor Enterprises, Inc., owners of the package. Tom Lewis, president of Lewislor, is executive producer of the program, with Matthew Rapf as producer and Robert Florey as director. Musical backgrounds are composed and conducted by Harry Lubin. Norbert Brodine, ASC, is director of photography, and Robert Wilson the announcer.

The 39-week series will be sponsored by Procter and Gamble for Tide and Lilt Home Permanent. Benton and Bowles Inc., is the agency for Tide, and Biow Co. is the agency for Lilt.

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NBC-New York, 8/25/53 FWK

CREDITS FOR 'LETTER TO LORETTA' ON NBC-TV

PROGRAM: LETTER TO LORETTA

TIME: NBC-TV, Sundays, 10 p.m.,
EDT

STARTING DATE: Sept. 20, 1953

STAR: Loretta Young

FORMAT: Drama series

EXECUTIVE PRODUCER: Tom Lewis

PRODUCER: Matthew Rapf

DIRECTOR: Robert Florey

ASSISTANT DIRECTOR: John Pommer

MUSIC DIRECTOR: Harry Lubin

DIRECTOR OF PHOTOGRAPHY: Norbert Brodine, A.S.C.

PRODUCTION MANAGER: John London

STORY EDITOR: Ruth Roberts

ART DIRECTOR: Ralph Berger

FILM EDITOR: Dan Kahn

WARDROBE: Maris Donavan

MAKEUP: Ernie Parks

ANNOUNCER: Bob Wilson

SPONSOR: Procter and Gamble for
Tide and Lilt

AGENCIES: Benton and Bowles --
Tide Biow -- Lilt

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APPENDIX 2: METHODS

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U.S.A. and Japan

CREDITS FOR 'ARMSTRONG'S CIRCLE THEATRE' ON NBC-TV

PROGRAM TITLE: "Armstrong's Circle Theatre"

RETURNING DATE: NBC-TV, Tuesday, Sept. 1,
9:30-10 p.m., EDT

FORMAT: Dramas based on reality,
designed to appeal to
the family circle.

STARS: Noted stage and screen
stars supported by new
and talented TV perform-
ers.

WRITER: Varies with each show.

PRODUCER: Hudson Faussett

DIRECTOR: James Sheldon

SPONSOR: The Armstrong Cork Co.

AGENCY: Batten, Barton, Durstine
& Osborn.

ORIGINATION: "Live" from NBC's
studios in New York.

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NBC-New York, 8/25/53
FWK

STATION: WFO-TV, Channel 44

PROGRAM TITLE: "The Family Circle"

PROGRAM TITLE:

WFO-TV, Tuesday, 10:30-11:00 P.M.

PROGRAM TIME:

Program based on reality, designed to appeal to the family circle.

FORMAT:

One hour and 30 minutes, with 15 minutes of commercial breaks.

STATUS:

Varies with time when.

STATUS:

Season 1964-65

SEASON:

WFO-TV

STATION:

The Family Circle Co.

PRODUCER:

WFO-TV, Tuesday, 10:30-11:00 P.M.

PROGRAM:

Live, from the studio in New York.

LOCATION:

WFO-TV, Channel 44

August 25, 1953

DRAMA OF BETRAYAL AND SACRIFICE BY PRISONER OF WAR
TO MARK RETURN OF 'FIRESIDE THEATRE'

"The Traitor," a timely drama about an American prisoner-of-war in Korea who betrays his comrades, will be presented on the FIRE-SIDE THEATRE telefilm series when it returns to NBC-TV Tuesday, Sept. 1 (NBC, 9 p.m., EDT) after a Summer hiatus.

Although the story is amazingly similar to recent news reports from Korea, the program actually was filmed many months ago. The entire action of "The Traitor," written for TV by Eugene Vale from an original story by Forrest Kleinman, takes place in and around a North Korean prison camp where a group of American prisoners are planning an escape. They are betrayed by another prisoner who, realizing too late that he has been wrong, sacrifices himself to save the soldiers he betrayed.

The title role is played by Don Keefer, with Keye Luke featured. Stage and screen star Gene Raymond appears as host of "Fireside Theatre," and Frank Wisbar is producer-director.

Procter and Gamble is the sponsor of "Fireside Theatre" for Crisco, Duz and Ivory Soap. The agency is Compton Advertising, Inc.

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FWK

NBC-TV NEWS

CREDIT SHEET ON 'FIRESIDE THEATRE' ON NBC-TV

PROGRAM: FIRESIDE THEATRE

TIME: NBC-TV, Tuesdays,
9 p.m., EDT

STARTING DATE: Sept. 1, 1953

FORMAT: Drama series

HOST: Gene Raymond

PRODUCER-DIRECTOR: Frank Wisbar

ASSOCIATE PRODUCER: Sidney Smith

SPONSOR: Procter and Gamble for
Crisco, Duz and Ivory
Soap

AGENCY: Compton Advertising,
Inc.

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NBC-New York, 8/25/53 FWK

1. The first of the two main points is that the results of the study are not statistically significant. This is due to the small sample size and the lack of control over the variables.

2. The second point is that the study was conducted in a laboratory setting, which may not reflect real-world conditions. The participants were also not aware of the study's purpose, which could have influenced their behavior.

3. The third point is that the study did not include a control group, which makes it difficult to attribute any changes in behavior to the intervention.

4. The fourth point is that the study was not replicated, which is a necessary step to confirm the results.

5. The fifth point is that the study was not published in a peer-reviewed journal, which means that the results have not been subjected to the scrutiny of other experts in the field.

Conclusion

NBC FILM DIVISION

NBC FILM DIVISION SERIES SPREAD OVER WIDE AREA

AS PROGRAMS ARE SOLD TO ADDED MARKETS

"Badge 714" was sold in six new markets this week, bringing the total number of markets sold to 40, John B. Cron, national sales manager of the NBC Film Division, announced today. The new sales were to KMBC-TV, Kansas City, Mo.; WGN-TV, Chicago; and to J. Walter Thompson for the Ford Dealers of the Wilkes-Barre-Scranton, Pa.; Saginaw, Mich.; Grand Rapids, Mich. and Kalamazoo, Mich., markets.

Other new sales this week were "Douglas Fairbanks Presents" (93 markets) to WJAR-TV, Providence, R.I.; KHSL-TV, Chico, Calif., KFIA-TV, Anchorage, Alaska, and KFIF, Fairbanks, Alaska. The number of markets in which "Victory at Sea" has been sold was raised to 54 when the series was bought by the Anderson & Cairns Agency for sponsorship by Thom McCann Shoes over WBZ-TV in Boston.

The one-hour "Hopalong Cassidy" series (125 markets) was sold to KHSL-TV, Chico, Calif., KFIA-TV in Anchorage, Alaska, and KFIF-TV in Fairbanks, Alaska. The total number of markets for "Dangerous Assignment" was also brought to 125 with sales to the same three stations as "Hopalong Cassidy" above. "Captured" was sold to KGNC-TV in Amarillo, Tex.; KFIA-TV in Anchorage, and KFIF in Fairbanks. "Weekly News Review" was sold to KHSL-TV in Chico, Calif., and "Watch the World" was sold to Advertising Service Association for KFSD-TV in San Diego.

Further sales saw "Life of Riley" sold in four new markets: KDYL-TV in Salt Lake City, KERO-TV in Bakersfield, Calif., KFIA-TV in Anchorage, and KFIF-TV in Fairbanks. "The Visitor" (38 markets) was sold to the two new Alaska stations.

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NBC-New York, 8/25/53

NBC FILM DIVISION

NIELSEN STUDY SHOWS NBC FILM DIVISION SERIES OF PAST NETWORK PROGRAMS HAD AVERAGE 37.2 RATING

The former network programs now being syndicated by the NBC Film Division had an average network rating of 37.2 during the past September-June season, according to Nielsen, against an average of 26.1 for all Nielsen-rated evening network programs.

The properties represented by this study are "Badge 714" (seen on the network as "Dragnet"), "Captured" (formerly "Gangbusters"), and "The Visitor" (formerly "The Doctor").

The fourth show previously seen on the NBC-TV network and now being syndicated by the Film Division is "Victory at Sea." Shown in a Sunday afternoon time period, "Victory" had, next to football, the highest rating ever attained in that period.

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NBC-New York, 8/25/53

August 25, 1953

NEW TIME FOR 'ON YOUR ACCOUNT'

NBC-TV's daytime interview quiz show
ON YOUR ACCOUNT (Monday through Friday,
4 p.m., EDT) will shift to a new time slot;
4:30 p.m., EDT, beginning Sept. 1.

The program, which stars Win Elliott as
host who serves in the role of "the friendly
banker" to applicants for loans from "the
friendly bank," is sponsored by Procter and
Gamble for Tide and Porell.

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FVR

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CREDIT SHEET 'ON YOUR ACCOUNT' ON NBC-TV

PROGRAM: ON YOUR ACCOUNT

TIME: NBC-TV, Monday through
Friday, 4 p.m., EDT
(NEW TIME: 4:30 p.m.,
EDT, starting Sept. 21)

FORMAT: Audience participation
quiz show

STAR: Win Elliott serving as
master of ceremonies

PRODUCER: Bob Quigley

DIRECTOR: Larry White, of Benton
and Bowles

ANNOUNCER: Bob Warren

WRITER: Adrian Spies

SPONSOR: Procter and Gamble for
Tide and Prell

AGENCY: Benton and Bowles

ORIGINATION: New York

ORIGINAL STARTING
DATE: June 8, 1953

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NBC-New York, 8/25/53 FWK

CREDITS FOR 'ROBERT MONTGOMERY PRESENTS YOUR LUCKY STRIKE
THEATRE" ON NBC-TV

PROGRAM: ROBERT MONTGOMERY PRESENTS YOUR LUCKY
STRIKE THEATRE

RETURN DATE: Monday, Sept. 7, 1953; alternate Mondays
thereafter.

TIME: NBC-TV, 9:30-10:30 p.m., EDT

FORMAT: Full-hour dramatic program, presenting
stellar casts in original stories as
well as those adapted from various
novels, short stories, plays and films.
A wide variety of subject matter en-
compasses drama, melodrama, comedy and
farce.

CAST: Robert Montgomery appears on each show as
host and narrator, occasionally as star
actor in a particular vehicle. Each
production boasts one or more stars of
stage, screen or TV, plus a notable
supporting cast.

EXECUTIVE PRODUCER: Robert Montgomery, for Neptune Productions

PRODUCTION SUPERVISOR: Joseph W. Bailey

ASSISTANTS: Hank Colman, Fred Cammann

DIRECTOR: Norman Felton

WRITERS: Various

SCENERY: Syrjala

SPONSOR: The American Tobacco Company, for Lucky
Strike Cigarettes

AGENCY: Batten, Barton, Durstine and Osborn, Inc.

ORIGINATION: New York City, "live."

ORIGINAL STARTING DATE: Jan. 30, 1950

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NBC-New York, 8/25/53 FWK

COPIES FOR ROBERT MONTGOMERY PRESENTING YOUR LUCKY STARS
TITLE: ON ROBERT

ROBERT MONTGOMERY PRESENTS YOUR LUCKY
 STARS

LOCAL:

Monday, Sept. 7, 1953, 8:00 PM
 (repeated)

SHOW DATE:

NBC-TV, 9:30-10:30 P.M., EST

WT:

Full-hour dramatic program, presenting
 stellar casts in original stories as
 well as those adapted from various
 novels, short stories, plays and films.
 A wide variety of subject matter and
 suspense, action, romance, comedy and
 drama.

WHAT:

Robert Montgomery presents on each show an
 hour and a half, occasionally an hour
 and a half, of a particular story, from
 presentation of one or more stars of
 drama, action or TV, plus a related
 supporting cast.

WT:

Robert Montgomery, for Robert Montgomery

EXECUTIVE PRODUCER:

James V. Sklar

PRODUCTION SUPERVISOR:

John Corbett, Film Chairman

ASSISTANT:

William Weston

SECTION:

Western

ITEMS:

Series

REMARKS:

The Western Television Company, for local
 station distribution

ORDER:

Robert Montgomery, Director and Producer, Inc.

REMARKS:

New York City, 1953.

ORIGINATOR:

Jan. 30, 1953

ACTUAL STARTING DATE:

FOR RELEASE MONDAY, A.M., AUGUST 31, 1953

COLOR TELEVISION IN EXPERIMENTAL NBC NETWORK BROADCAST
DEMONSTRATES ADVANTAGES OF RCA COMPATIBLE SYSTEM

- - -

"Kukla, Fran and Ollie," Produced in Color, Are Seen
In Black-and-White By Regular Network Audience
Across the Nation--Weaver in Progress Report
Announces NBC Plans for Color Television

The first publicly announced experimental broadcast in compatible color television of a network show, presented yesterday (5:00-5:30 p.m., EDT) by the National Broadcasting Company, featured the KUKLA, FRAN AND OLLIE production of the opera, "St. George and the Dragon," with the NBC Symphony Orchestra, Arthur Fiedler conducting. Dave Garroway of NBC-TV's "Today" acted as commentator.

Following the broadcast, Sylvester L. Weaver, vice chairman of the NBC Board, confirmed that pursuant to special temporary authorization granted by the Federal Communications Commission for experimental purposes, several regularly scheduled sustaining shows had been colorcast without announcements in the last few months.

(more)

2 - Color TV

At the same time Mr. Weaver revealed plans for commercial colorcasting which will go into effect if the FCC approves color broadcast standards for the RCA compatible color television system.

Mr. Weaver pointed out that because the RCA compatible color system was used, this "Kukla, Fran and Ollie" colorcast was seen in high-definition black-and-white on television sets throughout the country.

"Today's experimental colorcast underlines a most important point," said Mr. Weaver. "Approval by the FCC of compatible standards which the RCA color system uses will mean that the public is assured of high-quality reception and performance of their black-and-white sets in years to come.

"There is no reason why anybody should hesitate to make an investment in the purchase of a black-and-white television receiver now or in the future, particularly since that receiver will continue its usefulness under compatible television standards."

"We must emphasize that quantity production of color receivers cannot be achieved for many months after FCC approval. But meanwhile, the public can get all our colorcasts on their black-and-white sets as high quality black-and-white pictures. Color makes television more exciting than ever. The first color sets with 14-inch picture size are expected to cost between \$800 and \$1,000. The television industry now offers superb black-and-white sets at low prices with large screens and with long life ahead. And every color show can be seen in black-and-white on black-and-white sets. The coming year will be television's most thrilling thus far, and no one can afford to miss it."

Highlights in Mr. Weaver's statement on NBC color activities were:

1. NBC is preparing its program production schedule for color.
2. A series of experimental "color premieres," to include eventually all important NBC programs, will begin Sept. 28, 1953..
3. Virtually the entire NBC operating personnel in New York has completed a color indoctrination course.
4. Commercial clinics are being held for personnel of advertising agencies to familiarize them with the technique of building color commercials.
5. The huge Warner Brothers sound stage in Brooklyn, recently acquired by NBC, is being readied for color.
6. A six-time Academy Award Winner, Richard Day, is color consultant to the network and leading all research into the color element of the shows.
7. Plans are under way to telecast the Tournament of Roses, Pasadena, Calif., on New Year's Day through the use of an NBC mobile color unit which will feed the program to the NBC television network.
8. Fifty-five of NBC's affiliates already have signed color agreements to supplement their affiliation contracts, and have agreed to order color equipment. More will follow.

9. The Bijou theatre in midtown Manhattan has been converted for projection of colorcasts on a movie-size screen.

Mr. Weaver's report showed a network with a broad base of color know-how in programming and engineering, with a trained personnel and with arrangements well under way with affiliates.

"We're ready for full-scale colorcasting," he continued.

"We have pioneered in compatible color right from the start. Ever since NBC presented the first major color program in 1949 -- a variety program in Washington starring Gladys Swarthout -- we have been steadily developing the necessary techniques."

Mr. Weaver pointed out that by the end of this year \$25,000,000 will have been invested by RCA-NBC in color research and development, and said that another \$15,000,000 would be added to the investment to establish color television as a commercial reality.

As one example of NBC pioneering and leadership in color, Weaver noted that the network's Colonial Theatre in New York is the world's first and only television studio fully equipped for major compatible color programming. He said the Colonial is now operating on a seven-days-a-week basis.

Following is Mr. Weaver's progress report on NBC color television:

1. PROGRAMMING: NBC is speeding the conversion to color of its black-and-white television schedule. A color producing unit has been established to handle this conversion. An order has gone to all producers and directors that all shows be planned with color-

(more)

casting in mind, and that shows be prepared to move into the Colonial for their color premieres. Another directive called for submission to the color corps of all colors to be used in the painting of basic sets, the color to be passed on for artistic harmony.

Richard Day, whose "Oscars" were won as an art director, has developed special TV color techniques in scenery, costumes and makeup, and is working with paint and makeup firms in the development of special materials for the new medium.

Beginning Sept. 28, experimental "color premieres" of major shows will be held, each moving into the Colonial in turn. Until FCC approval of standards for the RCA color system, the shows will be given a dress rehearsal in color and then put on the air in black-and-white. After FCC approval, the shows will be sent out in color over the NBC network.

The series of "color premieres" will be held at the rate of one or two a week with top NBC programs -- "Your Show of Shows," the Eddie Fisher, Bob Hope, Kate Smith and Dinah Shore programs, "Robert Montgomery Presents," "The Colgate Comedy Hour," "The Camel Newsreel," "TV Playhouse" and other shows taking in the top stars in the NBC galaxy. Shows ordinarily originating in Hollywood and Chicago will come to New York for their color premiere.

An opera, to be announced later, will be broadcast in color in October.

As a special event in color, an NBC mobile unit is planning to go to California to colorcast the Rose Bowl parade in Pasadena on New Year's Day. Other colorcasts in connection with the holiday season are also planned.

(more)

2. FACILITIES: All NBC experimental color broadcasts now originate from the Colonial Theater, which is operating seven days a week. Equipped with four RCA color cameras, special lighting equipment and monitoring and testing facilities, the Colonial has been the training ground for almost a year for color production crews.

Studio 3-H in Radio City is equipped for experimental work. It was from this studio that experimental color programs were originated for use by engineers experimenting in development of the NTSC standards, NBC alone being equipped for large scale compatible color programming.

The huge Warner Brothers sound stage in Brooklyn, recently acquired by NBC, will be available for colorcasting and will offer greatly expanded facilities for color. In addition, the NBC audience studios in Burbank, Calif., will be set up as originating points for color programs, and these programs will be brought across the country.

One mobile unit is now nearing completion, and others are on order, to provide coverage of special events ranging from football games to the New Orleans Mardi Gras. These units, Mr. Weaver explained, will be reaching out into everything that is colorful on the American scene. Cherry blossom time in Washington, brilliant autumn foliage in New England and other facets of the country's beauty will be within the focus of the NBC color cameras.

Also included in available color facilities will be a 300-seat theater for projecting colorcasts on a movie-size screen. This theater, the Bijou just off Broadway, will be used to demonstrate NBC color programs to thousands both in and out of the trade. This theater, Mr. Weaver said, will be very busy until mass production of color sets is achieved.

2. Facilities: All the experimental color facilities are
originated from the Central Theater, which is equipped with a
color display with four 16" color cameras, special lighting equip-
ment and monitoring and testing facilities. The Central has been op-
erating since for almost a year for color production work.
Studio 3-B in Studio City is equipped for experimental
work. It was from this studio that experimental color programs were
originated for use by engineers experimenting in development of the
new standards, and since being equipped for large scale production
color programming.

The same Warner Brothers sound stage in Burbank, recently
equipped by NBC, will be available for colorized and still color
television facilities for color. In addition, the NBC studios
located in Burbank, Calif., will be set up to originate color pro-
gramming, and these programs will be brought across the country.
One studio east of New Mexico completion, and others are
in order, to provide coverage of special events ranging from football
games to the New Orleans Mardi Gras. These units, for which application
will be reaching out into television, have been developed in the United
States. Cherry picked from the television, brilliant color images in
the United and other facets of the country's beauty will be shown
on some of the NBC color cameras.

Also included in facilities color facilities will be a
100-seat theater for presenting programs on a movie-like screen.
This theater, the Nixon has set himself, will be used to demonstrate
the color progress to thousands of people and to the press. This
theater, Mr. Nixon said, will be very busy with color production of
color film is achieved.

3. ADVERTISING: A series of commercial color clinics is under way, with advertising agencies invited in for familiarization with the new technique. In one typical clinic, held last week, one of the leading agencies sent art directors and other creative personnel to the Colonial for work with an NBC producing team on the preparation of sample commercials on three of the agency's accounts. These commercials were piped into the Center Theater for viewing on RCA color sets by 90 representatives of the agency. Clinics will continue until all advertising agencies and NBC clients will have had an opportunity to work in the new sales medium.

A special showing of an NBC color program to a mass audience will occur on Sept. 21 and 22, when a half-hour show starring Nanette Fabray and the Hit Parade Dancers will be piped from the Colonial to the annual convention of the Association of National Advertisers in Chicago. Viewing the demonstration will be 400 members. Several sample commercials developed during the clinics will be included in the show. The occasion will mark the first demonstration of the RCA color system in the Middle West. The show will not be broadcast.

4. NETWORK PLANNING: Experimental programs originating in color cameras have been going out over the NBC network. Thus, colorcasts have been seen in black-and-white on receivers all over the country. Fifty-five stations in the TV network already have signed colorcasting amendments to their affiliation agreements. Affiliates as well as the NBC owned-and-operated stations in Hollywood, Chicago, Cleveland and Washington are ordering the relatively modest amount of extra equipment needed for monitoring and adjusting the color signals. The cost to a station of this extra equipment is about \$25,000.

(more)

Within the next six months, NBC plans to be originating some of its major shows in color from Hollywood and Chicago, and soon thereafter from other points along the network.

5. PERSONNEL TRAINING: More than 90 percent of NBC operating personnel in New York have completed a color indoctrination course, featuring demonstrations in staging, direction, make-up, costuming and set designing. Lectures are based on techniques researched by NBC during many months of intensive developmental work in the medium.

A representative of the NBC color corps conducted courses in the Chicago and Hollywood production centers. Representatives of other network stations have come to New York for indoctrination, and the program is continuing.

The Colonial Theatre has already developed two complete 15-man camera crews, and is training additional camera and engineering personnel.

"Color adds a new dimension to television," said Mr. Weaver. "It also adds a new dimension to our opportunity to serve the public by enhancing the quality of the programs the public will continue to see on existing black-and-white sets as well as on the color receivers of the future."

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TRADE NEWS

August 28, 1953

FOUR NEW APPOINTMENTS TO NBC RADIO SALES STAFF

BRING TOTAL OF ACCOUNT EXECUTIVES TO 12 MEN

A major expansion of the NBC Radio Network Sales Department has been made with the appointment of four new sales executives, it was announced today by Fred Horton, director of Radio Network Sales.

These appointments bring the department's sales personnel to 12, seven of whom had previously been in the combined radio-TV sales department, and one who joined the network staff from the local WNBT sales department.

The new appointments to the Radio Sales staff are: John Birge, who has more than 26 years experience in advertising and sales, and comes to NBC from the J. Walter Thompson agency, where he was the account executive on NBC, RCA Victor Records and RCA institutional advertising; James H. Fuller, formerly with Young and Rubicam as account executive servicing the American Home Food account, previously with McCall's for seven years; John Doscher, who comes to NBC from the sales staff of the American Broadcasting Company; and Jack H. Mann, formerly with the WNBT local sales.

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'PHILCO TV PLAYHOUSE' TO START SIXTH SEASON ON NBC SEPT. 6

WITH FRED COE'S PRODUCTION OF SHAKESPEARE'S 'OTHELLO'

- - -

Torin Thatcher Flies from London to Play Title Role

William Shakespeare's "Othello" will be the presentation on PHILCO TELEVISION PLAYHOUSE on Sunday, Sept. 6 (9 p.m., EDT) when this outstanding dramatic program begins its sixth season on NBC-TV.

Torin Thatcher, well-known British Shakespearean actor, will portray the Moorish warrior in Fred Coe's production of the classic tragedy.

This will be the second "Playhouse" appearance by Thatcher, who three years ago played in "Mist on the Waters." He performed on the American stage in "Billy Budd" and "Edward, My Son," among other plays, and also has made several motion pictures.

Olive Deering and Walter Matthau, who have appeared regularly on "Television Playhouse," will play the roles of Desdemona and Iago, respectively, in "Othello." The rest of the cast includes Gene Lyons as Cassio, Basil Langton as Montano, Jack Manning as Roderigo and Marion Seldes as Emilia.

Thatcher flew from London just a few days ago, and immediately upon his arrival in New York went into rehearsal.

(more)

'PHILO TO PLAYBOY' ON WHAT WENT DOWN IN HIS CITY &
WITH PAUL TO'S PRODUCTION OF 'SHAKESPEARE'S 'COMEDY'

THEIR PROBABLY THIS FROM LONDON TO THE FIRST DATE

William Shakespeare's "Othello" will be the production of
which, featuring the production of the play, will be the
production of the play, which will be the production of the play.

THEIR PROBABLY THIS FROM LONDON TO THE FIRST DATE
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THEIR PROBABLY THIS FROM LONDON TO THE FIRST DATE

Costumes for the full-hour presentation have been designed by John Boxer and are not Elizabethan in character. As Producer Coe explains, the costumes "will be of no particular period."

In planning a television presentation of "Othello," Coe states, "Here we have a story which in the theatre usually takes at least two hours to perform. This means that great slices in the text have had to be made. Therefore, after a careful study of the text, we cut the play to the basic scenes of the play. We rearranged them to suit our studio and equipment, and we then composed enough dialogue and action to unite the scenes we wish to retain."

The emphasis in this streamlined edition of the classic will be on the melodrama and the jealousy fomented by the villainous Iago. Del Mann will direct. Sets have been designed by Otis Riggs and Mel Bourne. Gordon Duff is associate producer of "Television Playhouse."

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NBC-New York, 8/28/53 FWK



TRADE NEWS

August 28, 1953

'DRAGNET' BEGINS NEW NBC TELECASTING SEASON
WITH ONE OF MOST DIFFICULT CASES TO DATE

Detective Sgt. Joe Friday (played by Jack Webb) runs into one of the most difficult cases of his police career on Thursday, Sept. 3 when NBC-TV's DRAGNET resumes its Fall series on the documentary police action dramas.

Two nine-year-old boys steal five white rats from a research laboratory on the opening show, setting off the biggest search in the history of the Los Angeles police. The rats have been inoculated with pneumonic germs of a type which could cause an epidemic of gigantic proportions within 24 hours.

Friday, assisted by Officer Frank Smith (Ben Alexander), sets out to find the boys with the stolen rats, although he has no description of the lads, other than their ages.

Originally presented on NBC-TV in January, 1951, "Dragnet" was first introduced to the entertainment world as a radio series in 1949. So popular was the show, which is based on actual cases of the Los Angeles Police Department, that its adaptation for television was a logical step.

(more)

For creator-star-director Jack Webb, the entry into television meant a tremendous increase in his duties, since his standards of accuracy, authenticity and realism were doubly difficult to achieve in a visual medium.

The success of Webb in both radio and television versions of "Dragnet" has been attested not only by the manifold awards given to the program by civic leaders, law enforcement groups and the public, but by the personal mail he receives from policemen who laud him for his sympathetic and accurate portrayals of law enforcement personnel and their methods.

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NBC-New York, 8/28/53
FWK

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NBC-New York, 8/28/53
FWK

LIST OF CREDITS OF NBC-TV'S 'DRAGNET'

PROGRAM: DRAGNET

TIME: NBC-TV, Thursday, 9 p.m., EDT

RETURN DATE: Thursday, Sept. 3, 1953

STARS: Jack Webb as Detective Sgt. Joe Friday. Ben Alexander is featured as officer Frank Smith.

FORMAT: Dramatizations of cases from the official files of the Los Angeles Police Department.

EXECUTIVE PRODUCER: Stanley Meyer

PRODUCER: Michael Meshekoff

DIRECTOR: Jack Webb

TECHNICAL ADVISOR: Chief William H. Parker of the Los Angeles Police Department

WRITERS: Jack Webb, Ben Alexander and John Robinson

ANNOUNCER: George Fenneman

DIRECTOR OF PHOTOGRAPHY: Edward Coleman

PRODUCTION SUPERVISOR: Sam Ruman

ASSISTANT DIRECTORS: Sam Ruman and Mark Evans

SUPERVISING FILM EDITOR: Robert M. Leed

FILM EDITOR: Irving Schoenberg

SOUND EDITOR: George Nicholson

MUSIC: Walter Schumann - an original score

ORCHESTRATION: Nathan G. Scott

ORIGINATION: Filmed at the Walt Disney Studios, Burbank, Calif.

ORIGINAL STARTING DATE ON TV: January, 1951

SPONSOR: Liggett & Myers Tobacco Co. for Chesterfield Cigarettes

AGENCY: Cunningham & Walsh, Inc.

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NBC-New York, 8/28/53

LIST OF SUBJECTS ON WHICH TO REPORT

8601 11 13331 1420-012

August 28, 1953

PEREZ-GALLARDO FEATHERWEIGHT FIGHT ON SEPT. 4

WILL MARK START OF NEW TV BOXING SEASON

ON 'GILLETTE CAVALCADE OF SPORTS'

RETURNING SERIES

The best in boxing returns to the nation's television screens on Friday, Sept. 4 when NBC-TV presents the Lulu Perez-Dave Gallardo featherweight battle on the GILLETTE CAVALCADE OF SPORTS (10 p.m., EDT).

Veteran sportscaster Jimmy Powers will be the commentator from ringside at Madison Square Garden, New York.

The Brooklyn-born Perez, only 20 years old, is being heralded as the most sensational featherweight prospect since Willie Pep began his ring career in 1940. Perez, who has lost only one of 32 bouts, is riding a victory streak of 21 straight, seven of them this year. He has scored 17 knockouts.

Gallardo, three years older, is expected to provide Perez with his toughest challenge to date. The California state champion, a native of Los Angeles, has a 64-bout record which includes 46 wins, 13 losses and five draws. He achieved prominence in April when he

(more)

2 - 'Cavalcade of Sports'

upset Percy Bassett, interim featherweight titlist. It was a spectacular victory and certainly boosted Gallardo as a top-ranking contender. Gallardo, who turned pro in 1948, is trained by ex-feather king Chalky Wright, and managed by Jimmy Hamilton, California chinchilla rancher.

"Cavalcade of Sports" is sponsored by the Gillette Safety Razor Company. Maxon, Inc., is the advertising agency.

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NBC-New York, 8/28/53 FWK

...the policy Board, ... It was a ...
...victory and ...
...who turned ... in 1963. ...
...and managed by ...
...Cavaliers of Sport ...
...Maxon, Inc., is the advertising agency.

WFO-TV-1000

DORIS SHARP IS NAMED CASTING DIRECTOR
FOR NEPTUNE PRODUCTIONS

Doris Sharp has been named casting director for Neptune Productions, the New York organization headed by Robert Montgomery and John E. Gibbs, which produces ROBERT MONTGOMERY PRESENTS on NBC-TV each Monday at 9:30 p.m., EDT.

Miss Sharp will be in charge of all casting for "Robert Montgomery Presents The Johnson's Wax Program" and its alternate Monday night counterpart, "Robert Montgomery Presents Your Lucky Strike Theatre," as well as future TV and radio dramatic shows produced by Neptune. She recently returned from a business trip to Hollywood, where she contacted talent for forthcoming Montgomery programs.

Miss Sharp was born in London, England, and has resided in this country since childhood. While employed as a receptionist for a major radio-TV network, it occurred to her that there was a need in the industry for a central directory for talent, where actors and other show business talent could be contacted and have messages left for them. She accordingly quit her job to found Radio Registry and subsequently pioneered in general casting for the TV industry. She continues to head Radio Registry, independent of her casting activities in behalf of Neptune Productions.

Among the programs for which she has acted as casting consultant were the Bob Hope and Melvyn Douglas TV shows. She has also done talent management, notably in the cases of Rex Thompson, presently being groomed for stardom by MGM, and Lin McCarthy, star of the 3-D Technicolor film soon to be released, "Five Men West." Miss Sharp is the author of "How to Get into Radio and Television," presently used as a text book by the Fordham University drama department.

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NBC-New York, 8/28/53 FWK

August 28, 1953

* A SILVER ANNIVERSARY SALUTE TO 'FARM AND HOME HOUR' *

"Today, after more than 5000 broadcasts, this program is still giving farmers those things which have earned it just about all awards made for agricultural service."

This silver anniversary salute to NBC's NATIONAL FARM AND HOME HOUR, which marks its 25th birthday Saturday, Sept. 12 (1 p.m., EDT), is offered in an article in the September issue of Country Gentleman Magazine. The article, by John Strohm, is titled "Radio's Great Big 'Party Line'."

For the past seven years the program has been sponsored by Allis-Chalmers on 199 NBC stations.

"We sponsor it because we believe it renders a real service to agriculture -- and anything that helps agriculture helps us," the author quotes William Roberts, its president, as saying.

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* * *

AUGUST 20, 1953

A BEING ANTI-SEMITIC BATTLE TO WIN AND HOLD NOW.
There are more than 1000 members; this
movement is still active. Interest here this which
have arisen in last week and would make for anti-
semitic service.

This is an anti-semitic battle to win
NATIONAL WAR AND HOLD NOW. Also known as 12th
National Security. Sept. 12 (1953) is
offered in an article in the November issue of
County National Security. The article, by John
Storke, is titled "Nazi's Great Lie 'Early Line'".
For the past seven years the program has been
supported by anti-semitism on 12th National
The program is known as believe it or not
a real service to anti-semitism -- and anything else
with a right-wing bias. The other points
William Roberts, 12th National, is known.

24,895,000 TV RECEIVERS IN U.S. HOMES

ACCORDING TO NBC AUG. 1 ESTIMATE

A total of 376,000 TV sets was installed during the month of July bringing the U.S. total of homes with TV sets as of Aug. 1, 1953, to 24,895,000 according to an estimate released today by Hugh M. Beville, Jr., director of research and planning for the National Broadcasting Company.

In the twelve months since Aug. 1, 1952, 6,540,000 U.S. families have acquired a TV set. // This compares with an increase of 5,083,000 TV families during the period of Aug. 1, 1951, through Aug. 1, 1952.

As of Aug. 1 there were 107 NBC-TV affiliates, 80 of which were interconnected. The interconnected network serves areas which account for 24,283,000 or 97.5 per cent of all U.S. TV sets.

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24,500,000 TV RECEIVERS IN U.S. 1955

ACCORDING TO RRG 100, 1 ESTIMATE

A total of 378,000 TV sets was installed during the month of July during the U.S. total of 24,500,000 TV sets in 1955. The total of 24,500,000 according to an estimate released today by the R.R.G. Bureau of Economic Research and Planning for the National Broadcasting Company. In the twelve months period ending July 1, 1955, 2,450,000 U.S. television sets were installed in the U.S. This compares with an increase of 3,000,000 TV sets during the period of July 1, 1954, to July 1, 1955.

As of July 1 there were 24,500,000 TV sets in the U.S. which were interconnected. The figure includes 1,000,000 sets which were not interconnected. 24,500,000 of 24.5 per cent of 111.7. TV sets.

NBC

TRADE NEWS

August 31, 1953

NBC WILL OFFER ELABORATE STUDIO TELECAST HERALDING
'EXERCISE MARINER,' GIGANTIC NATO FALL MANEUVERS

A live studio presentation of a briefing session officially launching "Exercise Mariner," NATO's big Fall maneuvers, the largest peacetime international training exercise ever attempted, with 500,000 men, 300 ships and 1,000 aircraft participating, will be featured by the National Broadcasting Company in a telecast on Sunday, Sept. 13 (3-3:30 p.m., EDT).

"Exercise Mariner" will get under way on Wednesday, Sept, 16. The NBC telecast, to be presented as a public service, will serve to show the American taxpayer how his money is being spent in the North Atlantic defense alliance in which 19 nations have joined forces for survival against possible attack. It will enable viewers to understand the functioning of the unified command, the communiques which it issues and the movements of the fleets and armies.

The program setting will simulate a large planning and briefing room with wallcharts, model ships and planes to show fleet and air operations, with officers of the Allied Command Atlantic discussing various phases of the operation as they occur.

(more)

2 - Exercise Mariner

The atmosphere of the briefing room will be completely life-like and realistic, giving the viewers the impression that they are in the midst of a vital military planning and operating session.

The program will open with a general explanation of the briefing session, and the significance of the North Atlantic Treaty Organization in terms of the defense of the free world, by Admiral Lynde D. McCormick, U.S. Navy, Supreme Allied Commander Atlantic ("SACLANT").

Admiral McCormick will introduce an officer who helped plan last year's "Operation Mainbrace," to tell about that exercise and narrate film scenes from it. Another officer will explain "Exercise Mariner," stating principles behind its conception. The various other operational officers will, with the use of visual aids, explain other phases such as ships and aircraft involved, logistical problems, air operations, anti-submarine warfare, etc. Interspersed will be films of the fleet assembling at Norfolk, NATO Headquarters of the Supreme Allied Commander Atlantic, and in England. There will be a summary and a closing interpretation by Admiral McCormick.

"Mariner" will be a 19-day event, the first combined exercise involving three area commanders of NATO: Admiral McCormick; General Alfred M. Gruenther, U.S.A., Supreme Allied Commander Europe, and Vice Admiral Sir John Edelsten, British Royal Navy, Allied Commander-in-Chief Channel.

In the exercise, the BLUE forces, representing NATO, are at war with a mythical enemy designated as ORANGE. Forces of both sides

(more)

3 - Exercise Mariner

will range from the Northern waters off Iceland, Southward to Gibraltar. In this area, the BLUE forces will be under attack from ORANGE surface raiders, submarines and land-based air craft.

To combat the ORANGE menace, the convoy system will be used throughout the NATO Naval commands with a carrier-borne air force. A mobile logistic force will provide replenishment at sea to the participating vessels in MARINER.

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NBC-New York, 8/31/53

ck
August 31, 1953

MUSICAL 'FAVORITES OF THE NATIONAL FARM AND HOME HOUR'
ISSUED BY RCA VICTOR AS TRIBUTE TO RADIO PROGRAM
CELEBRATING ITS SILVER ANNIVERSARY SEPT 12.

Though its broadcasting of farm news, weather and market reports and big on-the-scene agricultural events have been significant elements in the success of NBC's NATIONAL FARM AND HOME HOUR during its 25 years on the air, music has helped make the show one of the most popular in radio.

Coincident with the program's silver anniversary broadcast Saturday, Sept. 12 (1-2 p.m., EDT), RCA Victor ^{ISSUES} ~~is issuing~~ "Favorites of the National Farm and Home Hour" as a tribute to what it calls "one of broadcasting's greatest institutions."

The recorded salute to the program ^{was} ~~will be~~ released in a 45 E.P. album and on a 33 and 1/3 rpm record. Like the program, the album features the Homesteaders Orchestra directed by Whitey Berquist, and the Farm and Home Quartet. //

The program's theme, the "U.S. Field Artillery March," opens the collection in an orchestral medley with "It's a Beautiful Day in Chicago" and Sousa's "Stars and Stripes Forever" March. The male

(more)

August 31, 1971

THE NATIONAL ASSOCIATION OF THE NATIONAL FARM AND HOME HOUR
ISSUED BY THE NATION AS A TRIBUTE TO RURAL PROGRAM
CELEBRATING ITS SIXTH ANNIVERSARY THIS IS.

Through the presentation of this hour, national and regional
forces and one on-the-spot agricultural shows have been established
emphasizing the success of rural NATIONAL FARM AND HOME HOUR
a 25 years in the past, which has helped make the show one of the
at popular in nation.

Coinciding with the program's silver anniversary, broadcast
Thursday, August 12 (1-2 P.M., EST). The show is featuring "Favorable
the National Farm and Home Hour" as a tribute to what it has
one of broadcasting's greatest institutions.

The recorded video of the program will be released in a
E.P. film and on a 1/2 inch 1/2 inch record. Also the program, the
will feature the International Organization of Women's Exposition,
at the Farm and Home Hour.

The program's theme, the U.S. Rural Activities Month, opens
a collection in an important policy with "It's a beautiful day
Chicago" and Susan's "Stars and Stripes Forever" march. The show

(more)

quartet's version of "Kentucky Babe" follows, displaying prominent horn, clarinet and vocal solos along with a memorable passage for banjo and winds. Next comes a rousing interpretation of the march, "Pride o' the land," in which the usual brass instruments are set off by flourishes in the violins. In "Wagon Wheels" the strings provide an accompaniment to the male voices, with an impressive bass solo at the close.

"Lassus Trombone," renowned for its sliding, music-hall effects wherever band music is played, comes next, followed by "Skip to My Lou," reminiscent of a square dance; "Whistler and His Dog," and Stephen Foster's "Camptown Races."

The "National Farm and Home Hour" has devoted its full attention to the problems of the farmer since it began over station KDKA, Pittsburgh, in 1923. Originated by Frank Mullen, who later was executive vice president of NBC, the program moved to Chicago, where it became the first network broadcast from that city. At first Mullen was very much the whole show, acting as commentator, market and weather analyst, and pianist. The well-known introduction, "It's a beautiful day in Chicago," was first voiced over the air during the gloom of the depression by Everett Mitchell, the program's emcee since 1930. Rain or shine, this has been the program's cheery trademark. Although based in Chicago, the majority of "National Farm and Home Hour" broadcasts today contain "remote" segments -- interviews and special events direct from their source, giving the farmer a front seat at everything that is important to his business.

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NBC-New York, 8/31/53

August 31, 1953

AMERICAN SONG-AND-HISTORY PROGRAM WITH SIGMUND SPAETH
AND SINGER BETTY JOHNSON TO MARK RETURN
OF 'AMERICAN INVENTORY' SERIES

This country's popular songs -- from Colonial times to the present -- are an index of its history.

Dr. Sigmund Spaeth, the nationally known "tune detective," assisted by vocalist Betty Johnson, will illustrate this view in "American Song" on AMERICAN INVENTORY when it returns to NBC-TV Sunday, Sept. 13 (2:00-2:30 p.m., EDT), after a Summer recess.

Included in this bird's-eye view of the nation's history in song will be "Yankee Doodle," "Free America" and "Believe Me, If All Those Endearing Young Charms," all representing the Colonial period. Mid-19th century examples will be "Oh, Susanna," "Dixie," "Battle Hymn of the Republic," "Tenting on the Old Camp Ground" and "We Never Speak as We Pass By." For the Gay Nineties period there will be "A Hot Time in the Old Town Tonight," followed by "A Long, Long Trail," "Over There" and "Alexander's Ragtime Band" for the World War I era.

(more)

January 24, 1951

WILLIAM BOWEN-BLACKBY, 1701 14th Street, N.W.

AND JOHN BOWEN-BLACKBY, 1701 14th Street, N.W.

RE: BOWEN-BLACKBY, WILLIAM

This country's people are - a free people - and it is the duty of every citizen to know the truth about them.

Dr. William Bowen-BLACKBY, the author of "The Negro in America,"

has been accused of being a Communist. This view is

based on a letter to the editor of the Washington Post, dated 12-15-49.

It is a letter to the editor of the Washington Post, dated 12-15-49.

In this letter, Dr. Bowen-BLACKBY is accused of being a Communist.

Dr. Bowen-BLACKBY is a well-known and respected scholar.

He has written many books and articles on the Negro in America.

His books are "The Negro in America," "The Negro in the South,"

"The Negro in the North," "The Negro in the West," and "The Negro in the East."

His articles are "The Negro in America," "The Negro in the South,"

"The Negro in the North," "The Negro in the West," and "The Negro in the East."

(over)

2 - 'American Inventory'

Illustrating the Twenties will be "Ain't We Got Fun?," with "All the Things You Are" and "Buttons and Bows" as examples from the more recent past.

Miss Johnson, a pert and pretty girl of 23, recently came to New York from her home town, Charlotte, N.C. She is a member of the Johnson Family Singers, made up of "Ma and Pa" (as they are known professionally), three sons and daughter Betty. They have been a regional radio network feature for many years.

Ken Roberts will be host for the "American Song" telecast. Grey Lockwood will direct. William Hodapp produces the series, and Robert Wald is associate producer.

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NBC-New York, 8/31/53 FWK

CREDITS FOR 'AMERICAN INVENTORY' ON NBC-TV

PROGRAM: AMERICAN INVENTORY

RETURN DATE: Sunday, Sept. 13

TIME: NBC-TV, Sundays, 2:00-2:30 p.m.,
EDT

DESCRIPTION: Weekly experimental venture into
adult education by television,
produced under a grant from the
Alfred P. Sloan Foundation.

FORMAT: Various, including drama, "living
newspaper," panel demonstration,
puppetry, ballet, revue.

SEPT. 13 PROGRAM: "American Song," a look at the
country's popular songs (from
Colonial times to the present) as
a reflection of the country's
history. Featuring Dr. Sigmund
Spaeth, well known as the "Tune
Detective," and vocalist Betty
Johnson.

PRODUCER: William Hodapp

ASSOCIATE PRODUCER: Robert Wald

DIRECTOR: Various

SERIES BEGAN: July 1, 1951

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NBC-New York, 8/31/53 FWK

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LAWRENCE AND LEE 'RAILROAD HOUR' MUSIC DRAMAS TO BE INCLUDED
IN THEIR PUBLISHED WORKS UNDER NEW ONE-YEAR CONTRACT

Jerome Lawrence and Robert E. Lee, writing team for NBC radio's THE RAILROAD HOUR (Mondays, 8 p.m., EDT), have been signed by Harms-Witmark-Remick, music publishers, to a one-year pact. During the past three years, the duo has penned more than 50 original musical dramas for the half-hour radio program. The contract calls for publication of some of these originals as a prime project.

First of the musical romances to be published will be "Annie Laurie," the first Lawrence and Lee original broadcast on "The Railroad Hour" over NBC on April 2, 1951. This will be followed by "Roaring Camp," a romance of the Gold Rush, based on an original Bret Harte story. The publishers plan to make the musicals available to schools, colleges and amateur groups, many of whom have requested the sponsors of "The Railroad Hour" (the Association of American Railroads) to release published versions of the material.

In addition to the preparation of their "chamber musicals" for Harms, Lawrence and Lee will turn out music and lyrics for popular publication. They were elected to membership in ASCAP last year, after being sponsored by David Rose and Johnny Mercer.

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NBC-New York, 8/31/53

LAWRENCE AND THE RAILROAD HOUR: THIS WAY TO BE IN THE
IN THEIR PUBLISHED WORKS WITH NEW ONE-YEAR CONTRACT

During Lawrence and the Railroad Hour, which was the
THE RAILROAD HOUR (New York, N.Y., 1951), this was the first
the first edition, which was published in a one-volume form.
first edition, which was published in a one-volume form.
was the first edition, which was published in a one-volume form.
of some of these original as a first edition.
First of the original editions to be published will be "The
the" and the first edition and the original editions of "The Railroad
over 100 on April 1, 1951. This will be followed by "The Railroad
the" and the first edition, which was published in a one-volume form.
The publisher's plan to make the original editions of "The Railroad
and the first edition, which was published in a one-volume form.
"The Railroad Hour" (the first edition of the Railroad Hour) in
and the first edition of the Railroad Hour.
in addition to the production of their "first edition".
The Railroad Hour and the first edition and the first edition of the Railroad
edition. They were elected to membership in the Railroad Hour.
in being recognized by the Railroad Hour and the Railroad Hour.